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AC TRANSIT

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For the Good of Your Community

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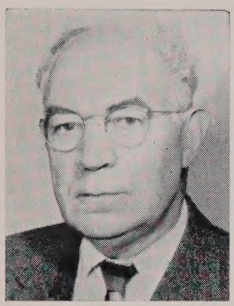


R. M. Copeland

W. H. Coburn, Jr.

AC Transit Board Retains Officers

Re-elected unanimously to serve another term as president of the board of directors, Col. Robert M. Copeland began his second year in office this month on a businesslike note of augmenting district operations.

Before hearing financial and insurance matters facing the board, Copeland expressed his gratitude to fellow directors and staff members for their help and said he was particularly honored to be chosen to serve again as president.

He was re-elected on the motion of Vice President William H. Coburn, Jr., of Berkeley, who also will continue in his position for another term. Motion to re-elect Coburn vice president was made by Director E. Guy Warren of Hayward.

Copeland, member of the board since the district was formed in 1956, lives at 80 Norwood Ave., Kensington. A retired Army engineer, he has been a constant advocate of improved public transit, as necessary to riders, motorists, homeowners and business in general.

(Continued on Page 2)

Seventh Express Line Brings Fast Commute Service to New Area

Another new commuter express line went into operation this month, trimming traveling time between San Leandro, East Oakland and Oakland to a matter of a few minutes.

Seventh of the district's new intercity express routes, Line 38 brought the first fast, limited-stop transit to a heavily populated area of East Oakland and San Leandro previously without express service.

Operating via Bancroft Ave. and East 14th St., the bus takes 35 minutes from its terminal at Estudillo Ave. and Bancroft in San Leandro and downtown Oakland. Other time checks to the downtown area included 23 minutes from 73rd Ave., 20 minutes from Seminary Ave., and 16 minutes from High St.

Inauguration of the commuter express was encouraged by district experience with its other limited-stop service. In the first week of operation, revenue from the new Oakland-Richmond express Line 31 climbed from 12.5 cents per mile to 27.5 cents per mile, according to General Manager K. F. Hensel.

Extension of Line 33-Berkeley express buses to provide commute service to downtown Richmond via Macdonald and San Pablo Aves., also was attracting additional passengers in each direction daily, Hensel reported.

(Continued on Page 2)

Highway Improvements Give Alameda Fastest Transbay Crossing in History

Transbay bus schedules, speeded up by better traveling conditions, gave Alameda its fastest commute service in history this month.

Four minutes were shaved from previous running times—vanquishing the long cherished speed records of Southern Pacific's combination "Red Train" and ferry service.

At the same time, local service between Alameda and Oakland was trimmed, with Lines 42 and 51 operating approximately two minutes faster.

For commuters using Line O buses, traveling time was 24 minutes on nonstop express cars from Park St. and Santa Clara Ave. to San Francisco. Running time from Lincoln Ave. and Webster St. was 23 minutes. Line W buses were carrying Southshore commuters to San Francisco in 35 minutes.

In comparison, "Red Train" schedules of 1938 showed service took from 11 to 18 minutes longer than today's bus schedules, operating from same approximate locations and with fewer stops.

In earlier days of electrification, with a smaller passenger load and limited stops, the train-ferry service still was minutes slower than today's motor coach commute.

The improvement is credited to one-way traffic on the Bay Bridge and in the Alameda tubes. Running time will be reduced even further if buses, which leave the Nimitz freeway via the Market St. ramp, can eliminate the present route to the Webster St. tube via 7th St. and make use of the direct 5th St. approach to the new tube.

New schedules have been issued for Lines O, W, 42 and 51 as result of the travel time reduction.

Copeland, Coburn to Head Board for 1964

(Continued from Page 1)

Coburn, an attorney, has been director since 1958 and has taken an active part in planning the district's operations, both before the district commenced service and during the three years since that time. He lives at 1123 Hillview Road, Berkeley.

Oakland-San Leandro Commute Line Started

(Continued from Page 1)

Inauguration of the latest express followed delivery of the remainder of 30 new coaches. The line is operating initially on weekdays from San Leandro to Oakland between 6 a.m. and 9 a.m. on headways varying from 12 to 20 minutes. Service from Oakland to San Leandro is provided between 7 and 8:30 a.m.

In the evening, commuters are able to use the express between Oakland and San Leandro from 3 p.m. to 6:30 p.m. San Leandro to Oakland buses operate from 4 to 6:30 p.m.

The line, which adds 570 miles per day to transit operations, provides direct service to main transfer points and such facilities as Montgomery Ward, Fruitvale Medical Center, Oakland Hospital, Kaiser Center and downtown business areas.

The service replaces part of the neighborhood operations provided by Line 46.

Drivers Win Again

For the ninth time in 1963, drivers at the Emeryville division beat their safety goal in December with a record of 13,550 miles per accident. Their average for the year was 12,911 miles, also above the goal of 12,450 miles.

'Miracle' Comes to Washington Street

Trees have appeared, fountains tinkle and buses have their own special turnouts free from traffic problems, in the dramatic transformation which has turned one of Oakland's downtown streets into an attractive shopping concourse with the charm of a European boulevard.

The Washington Street Mall, dedicated on the theme, "Use it and enjoy it," is giving the entire downtown area a new look—while providing the practicability of transit accessibility.

Buses, unhampered by traffic congestion which had added to the dejected look of Washington St., now whiz through the concourse.

Motor coaches and automobiles moved so smoothly on Washington St. during the holiday season—despite the presence of work trucks—that it was the first time in the memory of Jimmy Viguier, the 50-year downtown supervisor, that he had no need to detour buses from the street.

The project of turning five main business blocks into an attractive mall was conceived in 1956 but failed to gain support because it called for closing of the street to vehicular traffic. The new design, only one of its specific kind in the country, provided for two wide lanes of one-way traffic, featuring turnouts where buses unload without interference.

The transformation includes widened sidewalks, full grown trees and shrubbery, fountains, benches, kiosks and other attractive landscaping and building "effects." Necessary sidewalk installations, such as mailboxes and news stands, are partially screened by concrete barriers. Planted areas are watered automatically from underground pipes. Wooden pergolas, with trees in the centers add to the attractiveness, highlighted by sunken floodlights.

The improvement is expected to serve as a catalyst for the revival of a major retail area.

IT'S MAGIC — Washington Street Mall now presents this attractive look, as buses and cars move smoothly past landscaping, including fountains and widened sidewalks. Buses have turnouts.

TRANSIT HUB — San Pablo Station, right, as it looked in 1910 with passengers waiting for Piedmont train. Below, photo shows same location but with streamlining — including shelter, bus and potted trees.

Modern Look Given San Pablo Station

An upswept, modernistic shelter, potted trees and new paint have brought a brighter look to one of the East Bay's oldest and best known transfer points, San Pablo Station.

A waiting room, inside and outside benches, and posted transit information signs have added convenience.

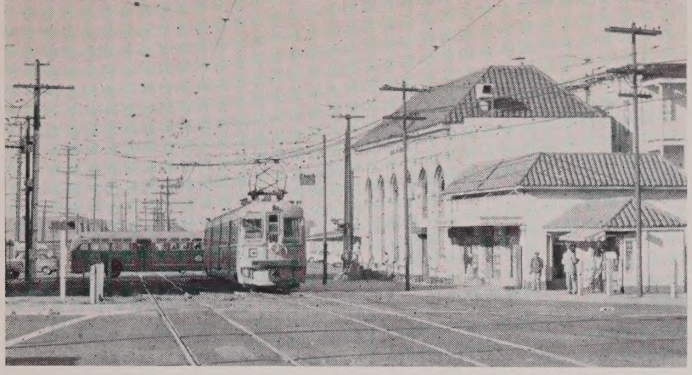
But the atmosphere of one of the remaining "Key Route Monuments" remains, a blend of the past and present.

Commuters of 60 years ago wouldn't recognize today's structure, which provides "doorstop" shelter, but the station as such would have a familiar look—even though a row of trees mark the middle of a right-of-way once striped by train tracks.

Re-establishing an attractive and serviceable shelter at San Pablo Station was first among district projects of erecting protective structures at main transfer points throughout the network.

But even the streamlining is not expected to change custom.

Although the station actually is at



SYMBOLIC MEET — San Francisco bound "C" train, waiting at San Pablo Station for bus to pass in 1955. Train now is in service in Buenos Aires. Later model buses provide connections at same spot — but with "new look."—Photo courtesy Harre Demoro.

Yerba Buena and San Pablo Aves., commuters always have considered it at "40th and San Pablo" and it's expected to remain at that mythical corner despite maps or street names.

Main hub of Key Route operations for years and still an important transfer point for transbay and local bus service, San Pablo Station has withstood the changes that followed inauguration of the "Key" train-ferry commute service from Berkeley in 1903.

First newspaper account (one paragraph!) of the "new Emeryville ferry service" included mention of plans for a shelter at the present location.

Piedmont Train

But according to Vernon Sappers of the California Railway Historical Society, the first shingled depot was not built until 1904, when it was located across Yerba Buena Ave., to serve the newly established Piedmont train—second of the Key Route's lines.

Oakland passengers, incidentally, did not have direct service to the station originally, but F. M. "Borax" Smith, mainstay of the Key Route, took care of the local trade by running special cars from his estate on Park Blvd., via 1st Ave., 12th St. Dam, Broadway, and out San Pablo to connect with Berkeley and Piedmont schedules. The cars carried a special sign: "Key Route Only."

The shelter was moved across the street and enlarged about 1906, when the Key System placed its second interlocking tower at the junction. Tower No. 1 had been installed the year before at the pier terminal yard.

In its busiest days, the shelter, with lattice-work windows, served as a depot for Berkeley, Piedmont, Northbrae and Claremont trains—as well as for the first "Traction Car," popularly known as the "Foolish Car" because "it starts nowhere, goes nowhere and ends nowhere."

First of the Key Route feeder lines, the car—later known as the "40th St. Dinky"—ran in 1908 from Piedmont station via 40th St. to San Pablo Station, then over the Berkeley "main line" to Ward and Adeline and return.

Local service later was provided to the station from Golden Gate (now the neighborhood around Stanford and San Pablo Aves.); from West Berkeley, Albany, El Cerrito, Richmond and Oakland.

After the Key Route expanded into Oakland proper with the 22nd St. line in 1906 and the 12th Street line in 1909, the station lost its importance for that area, but gained in usage from population booms in northern Oakland and Berkeley.

The automatic block signals began at the junction which was the last stop en route to the Key pier. And in the days of train operations on the Bay Bridge, the automatic cab signal train control zone also started there.

More Information

A note or phone call to the transit district—654-7878—will place your name on the mailing list for *Transit Times* if you are not already regularly receiving a copy of the monthly newsletter.

Small Boat 'Daddy'

Accounting Chief Charts a Varied Course

By Virginia Dennison

A favorable breeze doesn't necessarily mean that C. V. Warfield has produced an advantageous estimate of the district's economic future—although, as accounting supervisor at the general offices, he has much to do with figuring where AC Transit is going.

But away from his desk, Warfield charts a different course—as a "papa" of the small boat sailing sport which has put an active keel under Bay area youngsters and adults.

One of the "fathers" of the first El Toro sailing classes on Lake Merritt, Warfield also is the father of Jim Warfield, noted Pacific Coast champion of the Small Boat Racing Association of Northern California.

Although Jim and his sister, Karen, have stacks of trophies attesting their ability, Vern gave up racing after one disastrous attempt.

He built his first eight foot pram from a kit shortly after moving to 1018 Union St., Alameda in 1946, the same year he went to work for the Key System. After sailing from the Encinal Yacht Club, Warfield entered a race at Palo Alto.

He was pushing as he started down channel, hiking out to hold the little boat upright and "unprepared" when the wind hit. He—and the pram—flipped. For an hour, Warfield clung to the boat in the water. Nobody, it seemed, missed him.

Wet, cold, and as he puts it mildly—"unhappy," Vern finally was rescued by a youngster out fishing. The El Toro was retired to the Warfield garage.

Three years later, when his son, then 12, wanted to learn sailing, it came out.

"Jim apparently inherited some of his mother's Viking blood . . . he took off like a bomb and in his first season of racing, took third place. The next year he was second and in '52 and '53 was champion."

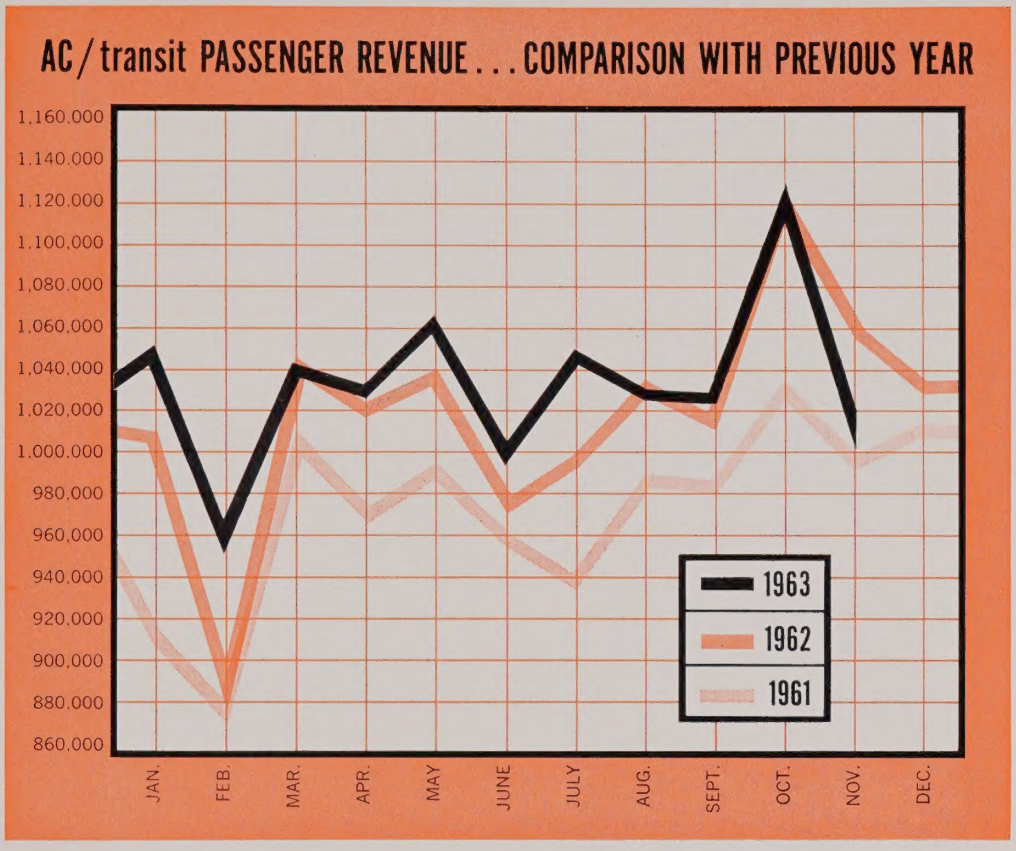
In the meantime, Warfield built another El Toro for his daughter, who brought home her share of trophies. She includes among them her husband, Al Cushman, another sailing enthusiast.

Jim, after wartime service, progressed to the snipe class and continued championships, which he still holds.

After long service as recorder of the small boat association, Vern "retired" from the post in 1960, but was awarded an honorary recordership for his years of service to small boat racing.

With his wife, "Eddy," who shared his enthusiasm and work, he has turned now to photography, building his own darkroom and dividing his picture taking between racing and a granddaughter, Robin, 14 months, who appropriately took her first steps recently for grandfather's camera.

PRAMS TO PHOTOS—One of the "papas" of the small boat sailing sport, C. V. Warfield concentrates now on photographing boats and a granddaughter.



The business standstill resulting from the assassination of President Kennedy, together with inclement weather and the Thanksgiving holiday, caused an unusual financial slump during November—in business generally and in transit operations.

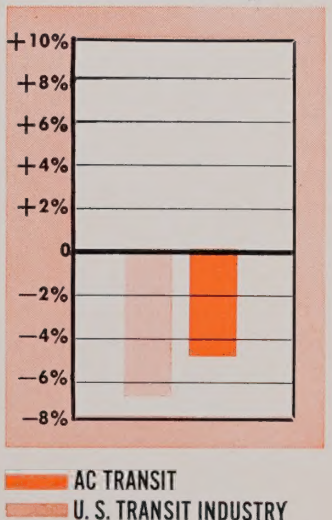
Figures hit record lows during the last week of the month, when the days of national mourning and Thanksgiving resulted in an approximate 17 per cent decrease in AC Transit passenger revenue. Department store sales in Oakland dropped 33 per cent in the same week and took an 11 per cent decrease for the entire month.

Passenger revenue for November totaled $1,005,350, a drop of 5 per cent below November, 1962. Number of passengers carried was 4,207,400, down 6.8 per cent compared to the same month a year ago. Commute book sales decreased 5.5 per cent, totaling $156,485, as compared to $165,555 for November, 1962.

Total income was $1,206,160, sufficient to cover operating expenses of $1,025,650, plus equipment renewal and bond debt service. Miles of scheduled service were 1,889,845, an increase of 6,240 miles over November, 1962.

NOVEMBER PASSENGERS

Percentage Change from Previous Year



ACTIONS OF THE BOARD

At the regular meeting January 8, 1964, the Board of Directors:

• Re-elected Robert M. Copeland president of the Board, on motion of Vice President Coburn.

• Re-elected Vice President Coburn to office, on motion of Director Warren.

• Increased excess public liability and property damage coverage to $5,000,000, and extended existing policy at current rate to December, 1966, on motion of Director McDonnell.

New Group Joins AC Transit Ranks

New employees, welcomed to transit rolls in December, included:

Executive Offices

Administration: Maureen Ann Layne, 273 MacArthur Blvd., Oakland, secretary.

Emeryville Division

Bus operators: A. E. Enevoldsen, 444 MacArthur Blvd., Oakland; Francis Rigley, 299 Oak Vue Lane, Pleasant Hill; E. D. Hemmingsen, 1687 MacArthur Blvd., San Leandro; C. R. Donnelly, 2059 Mt. Diablo St., Concord; R. L. Anderson, 211 Singleton Ave., Alameda; D. L. Moulin, 2500 Wallace St., Apt. 3, Oakland; G. E. Anthony, 1926 6th Ave., Oakland; Robert Martin, 1266 62nd St., Emeryville; D. C. McCormack, 120 Talbert St., San Francisco; R. C. Neathery, 651 Candlestick Rd., Bldg. 44, San Francisco; James Davis, 41 Edgar St., San Francisco.

Richmond Division

Bus operators: R. P. Bolton, 4745 14th St., San Pablo; A. R. Vasconcellos, 1324 Gaynor Ave., Richmond; J. L. Campbell, 418 Bissell Ave., Richmond; F. X. Vassalo, 2844 12th St., San Pablo.

Seminary Division

Maintenance: Henry Joseph Smith, 383 Grand Ave., Oakland, service employee.

Bus operators: D. W. Wiltfong, 2736 78th Ave., Oakland; N. L. Chen, 9939 Burr St., Oakland; S. E. Stephens, 9840 MacArthur Blvd., Oakland; R. F. Valerga, 656 Dowling Blvd., San Leandro.

TRANSIT TIMES

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WILLIAM H. COBURN, JR. . . . Vice President
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WILLIAM E. BERK . . . . . Ward II
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WM. J. BETTENCOURT . . . . . Ward IV
E. GUY WARREN . . . . . Ward V

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ROBERT E. NISBET . . . . . Attorney
JOHN F. LARSON . . . Treasurer-Controller
GEORGE M. TAYLOR . . . . . Secretary
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INSTITUTE OF GOVERNMENTAL
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Passengers Offered Free Riding with Novel Downtown Shop-a-Round Pass

A new transit pass which will offer downtown shoppers unlimited free riding during the middle of the day, will be introduced by AC Transit March 2 in downtown Oakland.

The special pass, believed by transit officials here to be the first of its kind in the nation, will be tried for four months. If it proves successful, the "Shop-a-Round Pass" could be introduced in other major shopping areas of the East Bay.

Although of prime interest to shoppers, the pass also can be used by downtown workers for business or luncheon trips. It also offers unlimited possibilities for visitors on recreational and social trips or persons keeping appointments.

Besides unlimited free riding in the central district between 9 a.m. and 3 p.m., the pass will be good for the return bus trip home, provided it is used before the 3 p.m. deadline. Passes will be good only on the date sold.

Regular Fare

This is the way the plan will work:

Passengers will pay the regular inbound fare to reach the business district. Once downtown, the patron can buy the pass on any bus during the designated time period for 25 cents or a 20-cent AC Transit token. Youngsters from five through 16 can buy the pass for 10 cents. The pass thereafter is good for riding anywhere, on any bus, in the central area bounded by Jack London Square, Grove St., Grand Ave., and Lake Merritt and Fallon St.

For shoppers who drive downtown, rather than take the bus, they can park their cars only once and then buy a "Shop-a-Round Pass" for unlimited free bus travel about the central business and retail district. AC Transit operates 937 bus schedules through the area during the pass period.

Inexpensive Transit

The pass will be punched by operators each time it is used to prevent any confusion over date, boundaries or hours.

The plan was devised by W. E. Robinson, the district's superintendent of scheduling, as a simple way of providing inexpensive business district transit without the extra operational expense and slower service of special shopper shuttle buses—which have proven unsuccessful here in the past.

General Manager K. F. Hensel said the plan is expected to pay its own way since no additional equipment will be required. Buses currently operate past 14th St. and Broadway, as an example, at an average frequency of 90 seconds providing fast service without waiting.

Passes will be sold Monday through Saturday and will be pink, with blue, green and black overprinting. They will feature a photo of Lake Merritt and the downtown Oakland skyline.

Bettencourt Named to Bay Commission

William J. Bettencourt of San Leandro, whose two-year term as president of the board of directors helped launch the district on its program of expansion and gains, has been appointed to represent AC Transit on the important Bay Area Transportation Study Commission.

W. J. Bettencourt

William H. Colburn, Jr., of Berkeley, vice president of the board and another veteran transit leader, was named as alternate.

The 37-member commission has been set up by the State Legislature to study transportation problems affecting the Bay area and to prepare master regional transit plans, including ways and means of implementing their recommendations.

The commission also will study public agencies dealing with transportation and develop suggestions for possible reorganization or realignment of their responsibilities.

Bettencourt, a San Leandro business executive, stepped down in January, 1963, as president of the transit board, but remains as a director.

New Employees Join AC Transit Workers

New workers employed by AC Transit during January included:

Emeryville Division

Bus Operators: M. D. Holden, 1640 5th Ave., Oakland; T. E. Crable, Sr., 2422 8th Ave., Apt. 23, Oakland; C. E. Lack, 1414 Pacific Ave., Alameda; C. G. Mazuca, 2599 61st Ave., Apt. 6, Oakland; Clyde Mallard, 121 Cain St., San Francisco.

Richmond Division

Bus Operators: V. H. Guerra, 5233 Columbia St., Apt. 2, Richmond; T. E. Swanson, Jr., 1907 Costa Ave., Richmond; J. L. Brilz, 1412 Castro Ave., Richmond; R. E. Wampler, 5703-A San Pablo Dam Rd., El Sobrante.

Seminary Division

Maintenance: R. T. Abraham, 7408 Spencer St., Oakland; Donald F. Getz, 938-B East 23rd St., Oakland, service employees.

Bus Operators: J. F. Giambrone, 780 W. Sunset St., Hayward; J. W. Smith, Sr., 1276 99th Ave., Oakland.

Express Line Extended To Serve San Leandro

Additional commuters will receive limited stop service starting March 2 through extension of Express Line 34-MacArthur Blvd. from its 76th Ave. terminal to Estudillo Ave., in San Leandro during the peak hours.

With the extension, commuters using Lines 40 and 43 will no longer need to transfer to the express at 76th Ave.

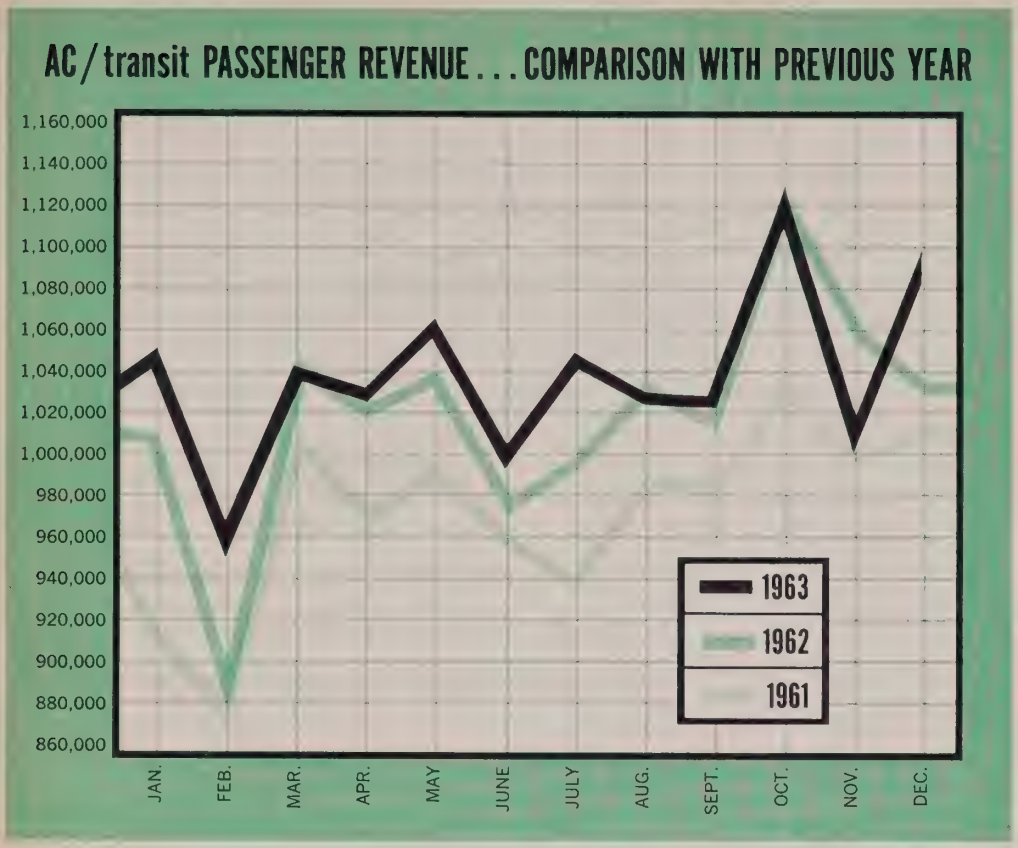
Coinciding with the extension, frequency of operations on Lines 40 and 43 will be reduced, with one bus eliminated every two hours.

The adjustment, effective along the entire route, has resulted from a shift in intercity riding habits from the local lines to faster express service.

Another New Record

Drivers at the Emeryville division squeeked by their safety goal in January with 12,516 miles per accident, 66 miles over the "bogey" of 12,450. The operators beat all records in 1963 by topping the goal nine times and are out for an unbeatable record of 12 wins in 1964.

The Richmond division also got in on the coffee and doughnut treat in January with a record of 13,821 miles per accident.



Boosted by holiday shopping, passenger revenue moved back into its estimated pattern during December, showing a gain of 5.45 per cent over the same month a year ago. Total passenger revenue for December was $1,092,585.

The number of riders similarly showed a matching increase, with 4,505,138 riders carried during the month. Commute book sales were up 7 per cent, as compared to December, 1962, totaling $158,608. In comparison to December two years ago, commute sales increased 13.3 per cent.

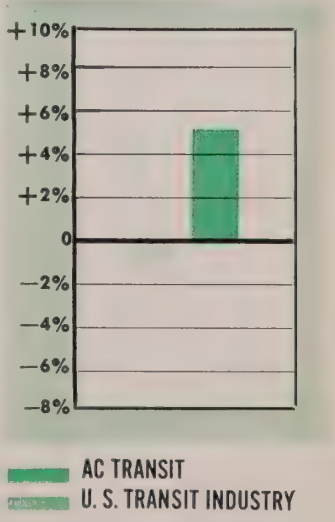
Oakland department store sales picked up in the latter part of the month, showing an overall increase of 4 per cent for the four-week period ending December 28.

AC Transit's total income of $1,287,407 was sufficient to cover operating expenses of $1,064,009—up over 4 per cent—plus equipment renewal and bond debt service.

Miles of scheduled service were 1,920,482, an increase of 67,159 miles over December, 1962.

DECEMBER PASSENGERS

Percentage Change from Previous Year



INFORMATION—Mrs. Roy Williams, calling from her home at 1337 McBride Lane, Hayward, for bus data, has a pleasant surprise. She can dial direct to Transit Information, toll free.

Automation Streamlines Bus Information

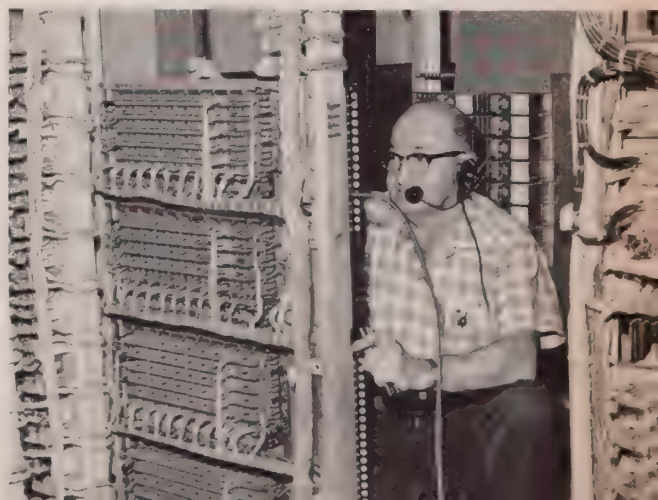
A new telephone system is giving information customers and employees the same streamlined service provided bus riders, with the district's "trademark" of speed, directness, convenience.

Information calls, which have poured into switchboards at a rate reaching 2000 daily, are now being handled with increased efficiency through installation of a "Automatic Call Distributing System."

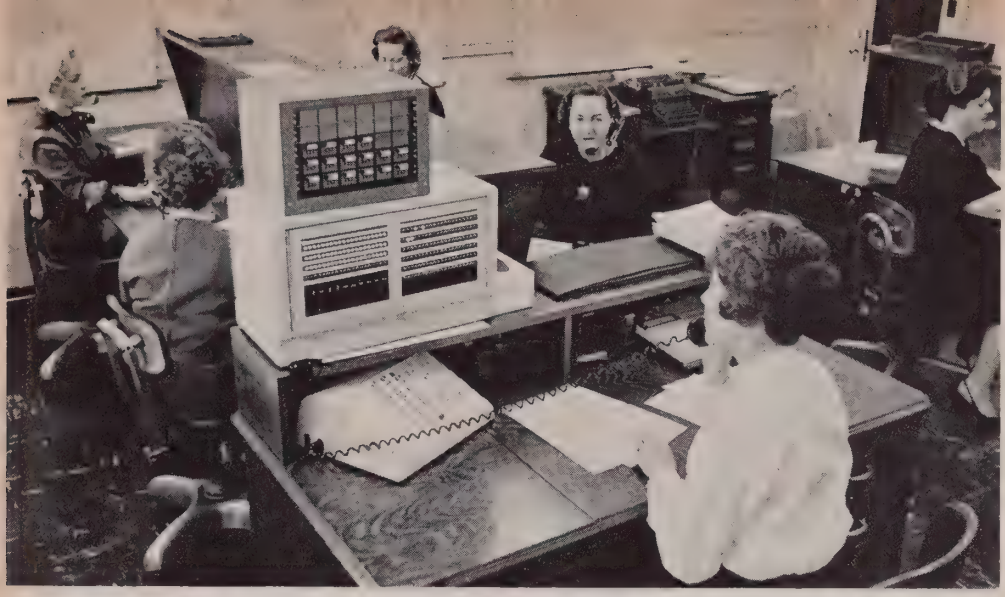
First of its model in northern California and only the second one in the State, the new ACDS allows 2,000,000 residents in a 285 square mile area to make toll-free calls direct to the Transit Information bureau.

Calls for purposes other than bus information are handled through the customary switchboard with the number of 654-7878. In changing its antiquated telephone system, the district also added lines so employees are directly connected with other divisions and executive offices and can make inter-office or outside calls without switchboard assistance.

The ACDS by-passes the switchboard and deals out incoming calls to the first available attendant. If all are busy, the



SPIDERWEB—Wires form a major part of district's new "Automatic Call Distributing System," which provides faster and more efficient service for information callers. System is so new it still presents problems to veteran telephone installer Edward Shanahan.



NEW CENTER—All calls for bus information are funneled into center, above, at Emeryville division, where ACDS takes over, distributing work load. Console keeps Supervisor Zada Malinak informed on calls. Attendant Imogene Smith, shown at right, finds she can answer customer questions more efficiently.

mechanical "brain box" stacks up calls in approximate order, gives the customer a recorded assurance after 20 seconds of waiting, and holds the calls for the first free clerk.

At the same time, the ACDS keeps a record of what's going on—including the number of calls received and from where; the number of customers who find lines busy; the number who phone, wait and hang up. These statistics help in scheduling working hours and in determining efficiency of service, including whether bureau has a sufficient number of trunk lines.

A glance at the "control panel" also tells Zada Malinak, supervisor of PBX and Information, which operator is busy, which one is free. If the panel shows five or six calls waiting, then she "goes to work," taking one of the positions to answer questions.

The system is set up so if a caller has to wait as long as 35 seconds, the switchboard operator cuts in to repeat a "live" announcement that lines are still busy.

The ACDS handles 26 trunk lines, serving the East Bay district and San Francisco. Seven operators, working over a 16 hour period, are able to handle all calls—quicker, easier and with less tension. They also are automatically notified where the call is coming from, so they will be prepared with "point of origin" knowledge.

Study Finds Hydrofoils Unpractical For Transbay Commuting Operations

An engineers study has ruled out the use of hydrofoil or other special water craft for practical transit purposes in crossing San Francisco Bay—at least for the time being.

The report found the use of displacement craft in the bay "undesirable" because of high costs, crowded harbor conditions and uncertain weather—particularly fog.

Although transbay commuters presently are getting a better deal by sticking to district buses and the Bridge in crossing the Bay, the study recognized future developments might reduce costs to where water craft would be of transit value.

The report, made by the engineering firm of De Leuw, Cather & Company at the request of the district, found a water crossing would cost at least $1 per person, compared to current bus commute fares of 43 cents.

Total travel time by hydrofoil between Oakland and San Francisco was estimated at 31 minutes, including the trip to Jack London Square by bus from downtown Oakland, plus loading and unloading passengers from the craft.

The comparable trip by bus on the AC Transit "A" line takes 23 minutes.

Frequent fogs, movement of other vessels, the probable necessity of cautious operations in certain areas, could be expected to add to the time of a crossing and affect regularity of service, the engineers reported.

They found craft could not be expected to operate at more than 30 miles an hour, because of crowded conditions. To maintain a minimum schedule, three vessels would be needed, of a type which cruises at 32 miles an hour, carries 22 passengers and costs $132,000 each. Operating and maintenance expenses were estimated at $266,000 annually.

Hydrofoils, operating on a 16-minute headway, would be able to make 10 trips across the bay between the 4 p.m. and 6:24 p.m. peak hours, carrying a total of 220 people, according to the engineers. Line A buses, during the same period, currently make 14 trips, with a capacity of 714 riders.

Committees Named

Ray H. Rinehart, Piedmont certified public accountant who was named to the AC Transit board of directors last April, will serve during the coming year as chairman of the directors' finance committee.

Other directors who served as committee chairmen last year and will continue in the same posts during 1964 include E. Guy Warren of Hayward, committee on project development, and William J. Bettencourt of San Leandro, committee on personnel and public relations.

IN MEMORIAM

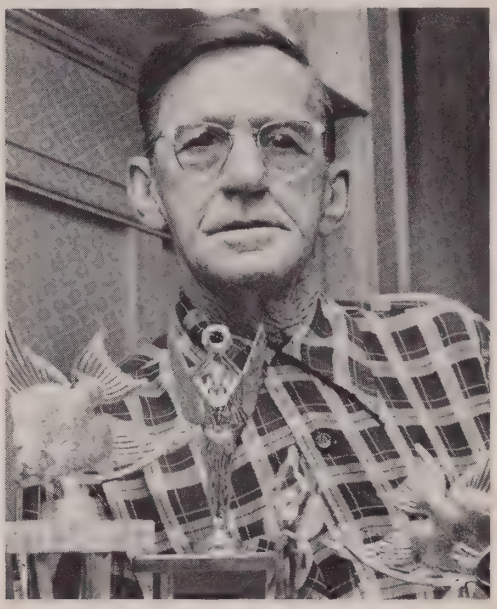
Peter S. Clemens, 83, who entered service in 1911 and worked as a street car operator out of Central car house, died on January 10. Mr. Clemens lived at 1514 Havenscourt Blvd., Oakland, and was pensioned in 1945.

Also reported was the death of Sewell E. Berkheimer, 83, of 8 Chester Dr., East Northport, N.Y., a fellow street car operator, who went to work in 1919 and was pensioned in 1948. He died December 24.

James E. Cook, 75, of 3811 Ruby St., Oakland, former maintenance worker at the Oakland yards, died December 31. He went to work in 1922 and retired in 1953.

Martin J. Hughes, 60, former bus operator, who lived at 1428 Alice St., Oakland, died January 28. He went to work in 1927 and was pensioned in 1960.

FANCY FINS—Seminary division mechanic Wayne West, left, holds top trophy honors for collection of tropical fish. Fellow worker Lee Roy Bixler, below, also shares hobby and winning of trophies.



It All Started With Guppies; Workers Now Share Trophy Honors

By Virginia Dennison

If it seems like a long way between tropical fish and the skills of mechanic "A"—you don't know guppies.

It was the guppy, a tiny type of minnow which bears its young alive, that "hooked" two mechanics at the Seminary division into raising tropical fish.

For both, it's a family project, on their part, as well as that of the fish. It's also resulted in trophies, ribbons and inevitably, a lot af aquariums.

The fish, who range in size from one inch to three, might seem of odd contrast to Wayne R. West, of 1268 136th Ave., San Leandro, a tall, husky, ex-field service engineer from a construction equipment firm.

But West, mechanic in the Seminary body shop, has a strong feeling for family permanence, strong enough to give up a traveling job to go to work for AC Transit and also strong enough to abandon, as a profession, another specialty—cooking.

This he does now just for fun — and lucky is his wife at dinner time.

Wayne, his wife, Eleanor, and their two children, Randal, 13, and Carol, 11, became interested in tropical fish after Mrs. West bought some guppies.

They progressed from live bearing fish to egg-laying fish and additional varieties, including the colorful, fighting Siamese fish.

The West family, which concentrates now on improving strains, has 20 to 25 aquariums and "innumerable jars." They also have enough show ribbons "to paper a room" and a collection of trophies, added to recently by Mrs. West who took three top prizes at the Eden Aquarium Society exhibit.

A fellow society member and past president, Lee Roy Bixler, veteran maintenance mechanic, and his wife, Ruby, of 2046 San Antonio Ave., Alameda, also were "captured" when they took care of a neighbor's guppies ten years ago.

They now have 50 tanks "running out of our ears," with fish swimming everyplace, except in the kitchen sink. They also have trophies and a rewarding common interest. Fish, it seems, are fun!

ACTIONS OF THE BOARD

At an adjourned regular meeting, January 22, 1964, the Board of Directors:

- Approved service adjustment on Lines 40 and 43, extension of Express Line 34 and inauguration of special service to United States Coast Guard Base on Government Island, on motion of Director Warren.
- Authorized experimental trial of special shopping pass in downtown Oakland, on motion of Director McDonnell.
- Declared intention of the Board that any adjustment in the compensation of the General Manager currently under consideration will be retroactive to January, 1964, on motion of Vice President Coburn.

At the regular meeting, February 12, 1964, the Board of Directors:

- Authorized district participation in regional meeting of American Transit Association in Los Angeles, April 5-8, on motion of Vice President Coburn.
- Approved construction of passenger shelter in Parchester Village, on motion of Director Berk.
- Appointed Director Bettencourt to represent District on Bay Area Transportation Commission, and Vice President Coburn to serve as alternate, on motion of Director Berk.

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Bus Service Started To Coast Guard Base

Bus service to the U.S. Coast Guard Station on Government Island was inaugurated this month, giving the Alameda base its first public transportation since it was established 38 years ago.

By extending several schedules on the transbay Line A, recruits and station personnel are provided with direct service to Oakland and San Francisco.

Some 600 recruits are regularly assigned to the station, which is the recruit and reserve training center for the western half of the United States.

In addition to special week-end "liberty" service for the recruits, morning and evening trips were scheduled during the week for personnel regularly attached to the station.

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For the Good of Your Community
Vol. 6 No. 11 OAKLAND, MARCH 1964

INSTITUTE OF GOVERNMENTAL STUDIES
APR 2
UNIVERSITY

February Revenues Hit Million Mark, Boosted by Express

Two revenue achievements have been added to AC Transit's records, with some of the credit going to Leap Year and favorable weather.

For the first time in 11 years, East Bay passenger revenues hit the million dollar mark for the month of February.

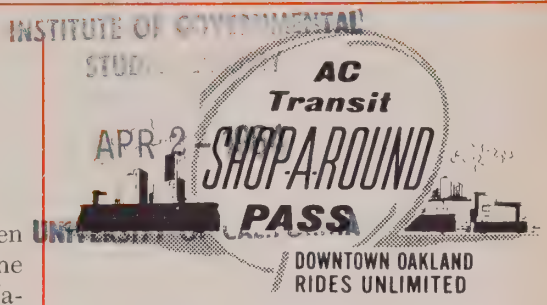
February revenue this year amounted to $1,017,000 — an increase of 7.7 per cent over last year. The last time the fare boxes reached the million dollar mark was in February, 1953, when the former Key System collected $1,037,000.

Bus commuters using the district's new Bancroft Express also have topped expectations with revenue increasing considerably more than anticipated.

Passenger Gains

In its first seven weeks of operation between San Leandro, East Oakland and downtown Oakland, average daily revenue on the new peak-hour express has increased 84.7 per cent. Seventh of the district's intercity express lines, Line 38 operates via Bancroft Ave. and East 14th St. to provide 35 minute service between San Leandro and downtown Oakland.

While February revenues have increased steadily since 1960, size of the increase this year was attributed to the extra leap-year work day and to favorable weather. Without the extra day, revenues would have shown a gain over last year of 5.2 per cent.



New Pass Launched With Merchant Aid

East Bay downtown business groups were observing with special interest this month AC Transit's new 'Shop-a-Round Pass," launched with promising results for a four-month experimental period.

The pass, of interest to the transit industry nationally as well as to local business centers, was introduced with enthusiastic assistance from merchants of the downtown Oakland area.

To acquaint the public with the advantages of using the pass, retailers cooperated on a promotional and advertising program and in individual efforts.

A special emblem, featuring Lake Merritt and downtown Oakland's skyline, was being used on the pass and in promotional literature to help identify the plan.

The pass provides virtually free and unlimited midday riding on all buses in the central Oakland business district plus the return trip home within the central fare zone.

During the initial days of the experiment, an average of 300 passes were being sold daily.

(Continued on Page 5)

Small Gasoline Buses Sent to Pasture

Last of the gasoline-powered 1300 series buses were retired from neighborhood lines this month, moving the district's program of serving the public with modern, all-diesel equipment that much closer to completion.

Withdrawal of the last 16, small 36-passenger General Motors buses left only 28 gasoline-model "Macks" still in service. Used as needed on local lines and for special service, the "Macks" also will be retired as soon as possible with acquisition of new buses.

A new program of maintenance efficiency resulted in availability of additional diesel equipment, permitted the retirement of the 1300 series.

Of the 296 "gas buggies" acquired when the district took over from Key System Transit Lines in 1960, only the "Macks" now remain in the AC Transit fleet. Of the original acquisition, 189 were sold, 20 dieselized, some scrapped for parts and the remainder rehabilitated for service until they could be replaced.

In sending the 1300 series "to pasture," the working history was closed on a model built in 1946 and heralded at the time as the "hot shots" of Berkeley's 51-College Ave. line. The remaining 41-passenger "Macks" were built in 1947 and, like the 1300's, were considered "deluxe" and "sleek" for post World War II travel.

Sunday Excursion Pass Proves Popular and a Revenue-Producer as Sales Pass 100,000

Sale of the district's Sunday and holiday excursion pass, inaugurated in 1962 as a "summer experiment," passed the 100,000th mark this month with proven revenue value and popular appeal.

In its 20 months of existence, the pass has increased the district's Sunday revenue by approximately 7½ per cent.

Pass revenue totaled $32,282 during the first 12 months and $27,412 during the next eight months. The 100,000 milestone was reached March 1, when 891 passes were sold, bringing the total to 100,384.

In honor of the event, special emissaries of thanks — the sweet, feminine kind — were sent to Alameda, where the idea of the pass originated.

The "thanks" were presented specifically to Vice Mayor William McCall, for it was the City Council of Alameda and McCall, as mayor at the time, who first proposed the pass. In gratitude, McCall and council members, along with their families, were presented with Sunday passes for their own sight-seeing trips.

Making the presentation were Myrtle Sarnstrom and Maureen Layne, secretaries from the district's executive offices.

As result of Alameda's proposal, the board approved the pass on an experimental basis, beginning with July 1, 1962. Selling for 60 cents, it allows purchasers to ride anywhere in the East Bay, on date of purchase, and on any bus.

Old-timers Pensioned

Transit workers who recently have retired include:

Louis R. Coats, 710 Palmer Rd., Walnut Creek, who started on the street cars in 1942 and switched to bus operations in 1947.

Everett Westh, 7869 Garfield Ave., Oakland, service employee "A," retiring after 30 years.

Harold R. Wiles, formerly of 2807 Esmond Ave., Richmond, mechanic "A," who entered service in 1943.

George E. Scott, 2645 - 75th Ave., Oakland, who started as a conductor in 1924, and became a bus driver in 1932.

Scheduled for retirement on April 1 is William F. Lehman, 181 Oak Rd., Danville, motor coach operator. He entered service March 30, 1943.

Mechanic Takes Off On Japanese Tour

By Virginia Dennison

AC Transit's full-blooded Comanche mechanic – a rarity these days – took his tribal dances and sincere convictions to the other side of the world this month in an unusual "good will tour" of Japan.

Randlett L. Wahnee, 22, was given a leave of absence from the maintenance department at the Emeryville division to make the trip to Japan with his family.

Before he returns, he plans to entertain the Japanese, let them meet and get to know a real American Indian family and to give them his own simple descriptions of living in this country.

PEACE FLIGHT – Randlett L .Wahnee, AC Transit mechanic, and son, Randy, 4, prepare to take tribal dances and goodwill messages to Japan in a personal "cultural exchange."

Although he's making the tour "for free," Wahnee decided to give up his pay check and plans to buy a home so he could "try to change the Japanese ideas about Americans and Indians."

"I'm going to tell them how we live and about my work – that there's good and bad in all races, but we're not uneducated and illiterate; that we have the opportunity to learn and go to school and make something of ourselves."

Although the district has other Indians working as drivers and maintenance men, Randy apparently is the only "all fourths Comanche" mechanic. He went to work in January, 1961, and has been on the 6 p.m. to 2 a.m. shift at Emeryville.

Randy got his training at the Laney Trade School in Oakland after he was brought here by the U.S. Bureau of Indian Affairs from his Oklahoma home at Fort Sill Lawton. His family acreage is easy to spot, according to Randy. It's the one with "one weak, little old oil well."

As a Comanche, Wahnee said he was "born dancing" and "born on a horse"– talents apparently inherited by his children, Randy, 4, and Sonya, a snub-nosed 2-year-old.

Randy and his "side-kick" already have won considerable notice in the Bay area for their tribal dances. Wahnee's added skills as a horseback performer – he also sings and lectures at the same time – resulted in the invitation to visit Japan.

Arrangements were made by the man who owns a Japanese version of "Disneyland" in Tokyo to pay expenses for Randy, his wife, Irene, and his "two little Indians" to visit the country.

They expect to be in Tokyo during the Olympic Games, then to travel through Japan, to small villages, dancing and singing for the people.

Bus-O-Rama Contest of Skill Planned to Find AC Transit's 'Driver of the Year'

AC Transit's bus operators are going to have the chance to prove (or discover) a question that's bounced for years around the "gillie room" at each division.

"Who is the best driver, the one to be acclaimed 'Driver of the Year'?"

To find out, the district is sponsoring a Bus-O-Rama, a driving skill contest on an obstacle course which will simulate the same driving problems that exist on streets.

The contest is purely for the drivers' own benefit and sport—and not for employee records. But the public will be invited to watch, particularly at the finals between the top drivers from each of the divisions.

The test in skill may also resolve another time-old argument about women drivers. Out of the district's almost 1,000 operators, some 51 are women—toting generally top flight safety records.

All drivers are invited to demonstrate their skill, provided they do not have a "5-point" (or more) accident from the time the contest was announced on March 1 until finals are completed early in June.

Sign-up blanks may be obtained from safety instructors or division dispatchers, but must be returned to safety instructors after they are filled out.

Operators then will receive a badge saying: "I'll drive Bus-O-Rama 1964," as a sign they intend to show what they can do with a motor coach "in the field."

Early sign-ups by operators will facilitate scheduling trials and assure that each driver has a chance to participate.

Elimination trials will be held on May 9, 9 a.m. to 5 p.m.; May 10, 9 a.m. until noon, and May 16, 9 a.m. to 5 p.m. at the Bus-O-Rama course in the parking lot on Eighth St., north of Frank Youell stadium.

Finals are scheduled for June 7, between the nine semi-finalists, to determine the top driver for 1964.

Details on prizes will be announced later, but are expected to include trophies and other awards.

Laid out on the course will be "seven problems," simulated with barriers, rubber balls, stanchions, and barrels. The problems will cover these conditions:

Negotiating a narrow street with parked cars; driving in a straight line; right turn; a study in overhang and "cheating;" a right turn with parking lane occupied; side clearance and near side loading zone.

Smoothness of operation also will be measured by a kind of "devil box"—a series of graduated tumbling cylinders placed on the floor of the coach. One jerk—and down go the cylinders, as well as the driver's score.

Elapsed time also will be made a part of the scoring.

One hint, which may make a winner, from Safety Engineer G. G. Wadsworth:

"These are all things that are part of every day driving and an operator can be sharpening his skills daily on every run, like an athlete in training."

Richmond Tops Record

Richmond Division drivers have topped the safety goal record in no uncertain style with a new record of 14,530 miles per accident.

The Richmond operators also won the coffee and doughnuts treat in January with 13,821 miles per accident, then surpassing that record with their February total.

The safety goal for each division is 12,450 miles per accident.

BARGAIN — No, Sandra Richardson isn't a barefoot bus rider. Her shoes came off as a farewell to tired feet when she purchased new "Shop-a-Round Pass" from Operator G. R. Ratcliff. Pass provides for unlimited free riding in downtown Oakland during midday hours.

Special Pass Introduced with Enthusiasm

(Continued from Page 1)

Comparatively, the Sunday and holiday excursion pass, good for all-day riding throughout the district, was purchased by 442 riders on first day of sale and has grown to highs of 1700 passes sold on a single day.

The "Shop-a-Round Pass" sells for 25 cents cash or 20-cent token on any bus in the area bounded by Jack London Square, Grove St., Grand Ave. and Lake Merritt and Fallon St. It can be used for unlimited riding on any bus in that area between 9 a.m. and 3 p.m. on date of purchase, Monday through Saturday.

Co-incidental with start of the "Shop-a-Round," Berkeley merchants decided to temporarily suspend the "Ride & Shop" validating plan which provided shoppers with free round trip bus transit to downtown Berkeley for the past 16 months.

Participating firms decided on the suspension effective March 14, while they studied the Oakland pass and evaluated the contribution to downtown shopping made by the "Ride & Shop" plan.

IN MEMORIAM

William L. "Slim" Hankins, 67, whose column from the Seminary division had long been a popular feature in "Wheels," a monthly newspaper published by the local division of the Carmen's Union, died on March 6, less than a month before he was to be pensioned.

Hankins, who had been in ill health for some time, went to work as a motor coach operator on March 6, 1944 — the same date of the month on which he died. He made his home at 9914 Cherry St., Oakland.

Harvey F. Davidson, 77, pensioned in 1948 after 30 years as a street car operator, died on March 10 in an Alameda hospital after a long illness.

Our 'Stockholders' Write...

AC Transit is proud to reprint below a few of the many letters of commendation received during the month — letters unsolicited from residents of the East Bay who are owners of the transit system. Letters were selected at random to represent the quality of courtesy, service and safety demonstrated by AC personnel in their most important relationship with our customers.

. . . I want to say a kind word for all the bus drivers. I am old and quite lame and I travel on the bus so much and do want to let you know how good *all* the drivers have been. And that I appreciate all the kindness shown me through the year of '63.

Mrs. Lela Harris
Oakland

* * *

It is with a heart full of gratitude that I send you this note . . . we, the folks of Fruitvale, are indeed very grateful for the nice service we're getting since the bus runs every 20 minutes. The bus drivers, too, are very fine. Also we want to thank you for the Sunday Fun Pass — ride all day for 60 cents. Thanks, too, for the Alameda-Contra Costa Transit District Information . . . it is very helpful . . .

Irene Leibmann
Oakland

* * *

I wish to comment on the services of your driver (K. E. VISNAW) for the courtesy and helpfulness in recovering my lost purse on Line 79 . . . the money it contained was little, but it saved me a lot of trouble with keys and papers.

Mrs. Gotfred Laine
Oakland

* * *

It is with extreme pleasure that I express my appreciation and admiration . . . for kindness that (E. C. WILLIAMS) . . . gave me . . . Please let me explain that I am blind and he always stopped the bus where I stood regardless. Also he never once missed calling my stop. In fact he calls every stop. Also is very pleasant to the passengers with any information they require . . .

Reginald Collins
Oakland

* * *

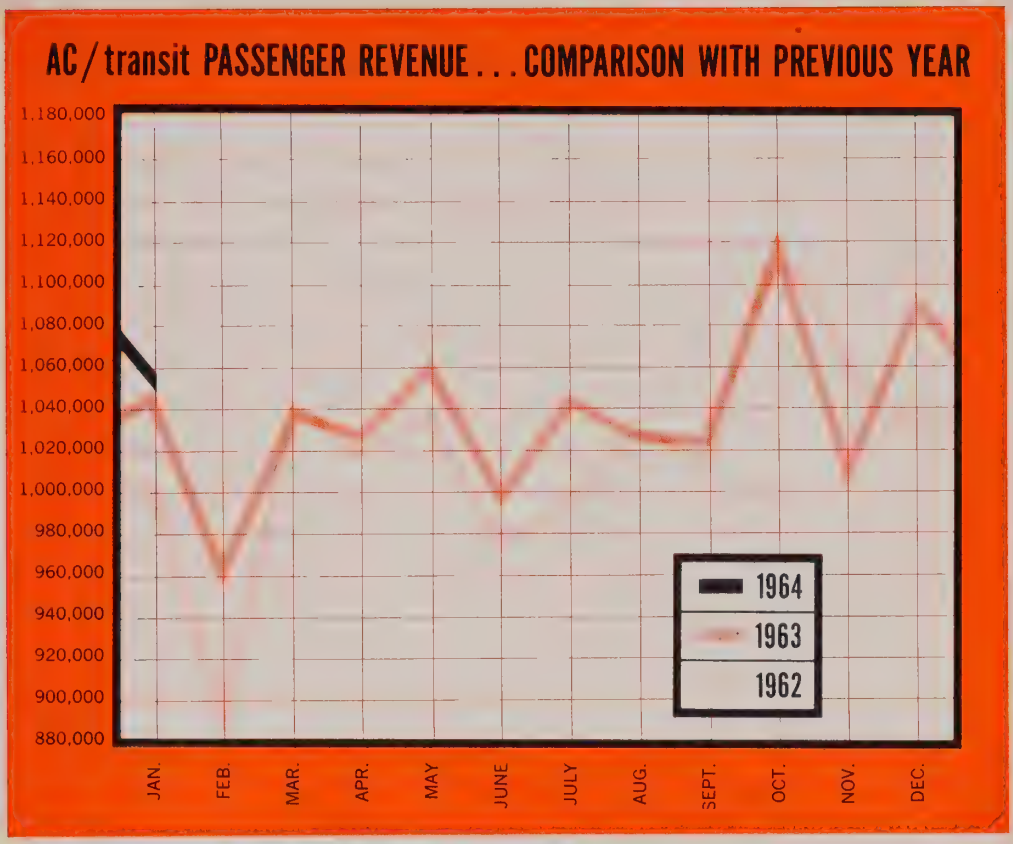
I wish to express my joy on seeing "radios silent" on the buses! . . . it was most gratifying . . . to see the clever "Yakity, Yak, Yak, Yak" cartoon on the placard and lastly, most important of all, to see the sign on the bus . . . I do appreciate the fine system we have here now with lovely buses, improved schedules and the absence of strikes.

Mrs. Edna Tuchock
Oakland

* * *

I would like to commend the actions of one of your drivers (C. T. FLEMING) when my little boy was struck by a car . . . the accident happened as my child left the bus and ran in front of it into the path of a coming car. Your driver immediately assumed rescue operations . . . saw to it that my son was laid down and helped him out from under the car and kept quiet. As my son says, "He comforted me" . . . I would like to express my deep gratitude for his kindness and quick thinking and to tell him that by great good fortune my son escaped with only multiple abrasions and is in good shape.

Mrs. Patricia Kemp
Berkeley



The district's financial statistics in January showed little change from the same month a year ago, despite a decrease in Oakland department store sales.

Passenger revenue for the first month of 1964 was $1,056,950, an increase of .8 per cent over January, 1963.

The number of riders carried, however, was 4,489,718, a decrease of .7 per cent below the same month in 1963.

Commute book sales also showed a stable pattern in January, totaling $179,618, up .3 per cent over the first month a year ago.

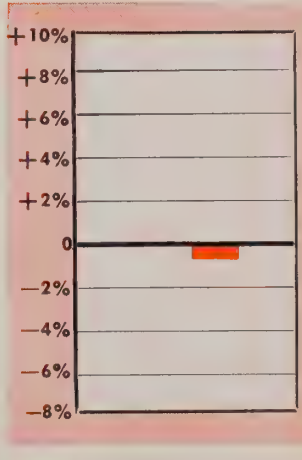
Department store sales in Oakland were down 11 per cent for the four weeks ending January 25. The transit industry nationally showed a reversal, with a .26 per cent increase in passenger revenue for January, 1964.

AC Transit operated 1,961,227 miles of scheduled service during the month, an increase of 20,796 miles over January of 1963. Costs of operation for the month were up 3.42 per cent.

The district's total income of $1,251,201 was sufficient to cover operating expenses of $1,128,276, plus equipment renewal and bond debt service.

JANUARY PASSENGERS

Percentage Change from Previous Year



ACTIONS OF THE BOARD

At the regular meeting March 11, 1964, the Board of Directors:

• Directed General Manager to prepare recommendation and report on proposed sale of portion of Richmond division property to City of Richmond for purpose of widening Macdonald Avenue underpass, on motion of Vice President Coburn.

• Authorized members of Board of Directors to represent District at regional meeting of American Transit Association in Los Angeles, April 5-8, on motion of Director McDonnell.

'Pilot Model' Transit Shelter Constructed in San Leandro

San Leandro bus riders had the benefit this month of using weather protection provided by a new AC Transit passenger shelter, the first of three authorized for San Leandro and Hayward.

A fourth shelter, sanctioned by the board of directors for installation at the end of Line 78 in the Parchester Village district of North Richmond, was in the planning stage.

Erected at Davis and Douglas Sts. in accord with San Leandro city regulations, the first pilot model offers weather protection to commuters using transbay, intercity express and local service. The boarding point is used by approximately 100 peak-hour morning passengers and some 50 school children, plus midday riders.

Joining commuters in giving the shelter its first "once over" were San Leandro City Councilman William F. Sverstedt, and William J. Bettencourt, member of the AC Transit board of directors and a San Leandro business leader.

Other shelters are planned for the intersection of Fargo and Washington Avenues and in downtown Hayward.

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GEORGE M. TAYLOR . . . . . Secretary
ALAN L. BINGHAM . Public Information Manager

Most Timetables Ever

AC Transit distributed the largest number of pocket timetables in local transit history during 1963, giving "the time of day" to 1,620,000 riders.

The distribution showed an increase of 342,000 timetables over the 1,278,000 handed out to the public in 1962, symbolic of district growth.

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For the Good of Your Community

Vol. 6 No. 12 OAKLAND, APRIL 1964

30 More 'Transit Liners' On the Way; Last of Gasoline Buses Soon to Retire

Another 30 new motor coaches were ordered by AC Transit this month for East Bay service, taking advantage of a money-saving option which assures delivery of the buses at the same price offered in a bid last year.

The additional buses will bring the district's total fleet of new equipment to 340—more than half of the number of coaches operated.

Cost of the new buses will total approximately $810,000.

District directors voted to exercise an option with General Motors for purchase of the 30 new buses before a May 1 deadline, ordering both 51-passenger and 45-passenger coaches similar to the previous delivery. The coaches, because of their narrower width and maneuverability, have been especially suited for cross-town lines and for operation in congested areas, according to General Manager Kenneth F. Hensel.

Fifteen of the buses will be equipped with standard seats, and the remainder with a modified type of "bucket seat," which will save the district $14,400 compared to the last order.

The buses, designed for local service, are expected to enable the district to retire the last of its inefficient, gasoline-powered motor coaches. The final 28 gas-driven "Macks" now in use on neighborhood lines and in special service, are due to be sent to pasture as soon as they can be replaced, bringing to an end the transit era of gas fumes and high maintenance costs.

New Tour Designed to Boost Midday Riding; Regular Service Used

A new concept in "bus adventuring" was introduced to passengers this month —a specially prepared tour of the Berkeley hills using regular AC Transit service.

Making use of scheduled weekday district service, the excursion is detailed in a new illustrated booklet, to be given free to the public for trips in May and June—months chosen as the best time for looking, sniffing and discovering East Bay roses, gardens and hill-top vistas.

The leaflet includes detailed schedule information, including times, locations, what bus to take; where to get on and off, and what to look for along the way.

With Latham Square in downtown Oakland as the starting point, the excursion includes downtown Berkeley, Berkeley Rose Garden, a "vista ride" along Grizzly Peak Blvd., a short walk to Carbone Orchid nursery, a ride through Kensington to Berkeley and the Sather Gate area of the University of California with its varied shops, students and a chance to "go collegiate" with a visit to the Student Union.

The leaflets are available at AC Transit offices, the California Spring Garden Show, various garden and nursery centers, hotels, motels and at civic and social centers in Oakland and Berkeley.

Contra Costa Proposes Transit Study

AC Transit will assist in a proposed new engineering study on local transit service for central Contra Costa County.

Directors of the district have declined, however, to contribute any financial support for engineering fees outside of regular staff personnel.

The transit board was requested by the Contra Costa County Board of Supervisors to initiate a joint study with the Bay Area Rapid Transit District to determine local service needed and how it would be financed.

William H. Coburn, Jr., a director from Berkeley and vice president of the board, pointed out:

"We already are working with the rapid transit district on feeder bus service to its rail lines within our district, and we certainly can work with them in determining service needs for central Contra Costa County."

Coburn noted that an extensive study on proposed local transit service for central Contra Costa County was conducted in 1958 when that area was still a part of the AC Transit district.

The directors offered to make further copies of the 1958 report available to Contra Costa County officials, but declined to spend tax money on a new formal study, particularly since the area no longer is in the district.

Central Contra Costa County, including Orinda, Lafayette, Walnut Creek, Danville and Concord, originally were in the district when it was formed by the voters in 1956. But the area withdrew in 1959 upon the action of the city councils of Walnut Creek and Concord and the county board of supervisors.

The new study was initially proposed by the Contra Costa City-County Transit Advisory Committee in a letter to the supervisors last February. The supervisors in turn officially asked AC Transit and BARTD to make the study, promising full assistance of county personnel.

Welcome Extended To New Employees

The welcome aboard to new employees was especially hearty this month, as the district greeted the following workers:

General Offices

Tabulating: Donna Mae Pidcock, 2598 Henry Ave., Pinole, key punch operator.

Accounting: Rita Jane Morrissey, 1012 Robin Lane, Apt. 8, Concard, junior typist clerk.

Emeryville Division

Scheduling: J. J. Haubrich, 924 San Benito Rd., Berkeley; traffic checker.

Bus Operators: D. S. Daniels, 2532 Eagle Ave., Alameda; William Golden, 2542 Inyo Ave., Oakland; E. L. Green, 5931 Outlook Ave., Oakland; D. J. Clauson, 1821 Lakeville Highway, Petaluma; D. R. Reynolds, 3068 Rollingwood Dr., San Pablo; D. E. Berryhill, 1730 Marlesta Rd., Pinole; L. A. Golden, 16940 Meekland Ave., Hayward; R. S. Cooke, 1344-A E. 28th St., Oakland.

Richmond Division

Maintenance: Allen M. Nagel, 1532 Chanslor Ave., Richmond, service employee.

Bus Operator: J. H. Horton, 5023 Dam Rd., El Sobrante; W. E. Keyes, 2523 Tulare Ave., El Cerrito; O. J. Meiers, 13613 San Pablo Ave., San Pablo; G. B. Turner, 1730 Gaynor Ave., Richmond; C. F. Minix, 1620 Chanslor Ave., Richmond; P. J. Waggoner, 2426 Church Lane, Apt. 38, Richmond.

Seminary Division

Bus Operator: R. O. Glover, 22185 Center St., Hayward; M. A. Guerra, 2429 35th Ave., Oakland; B. F. Williams, 1510 Redwood Ave., San Leandro; J. E. Zunino, 23384 Ida Lane, Hayward; C. L. Glover, 15370 Tropic Street, San Leandro; G. J. Mondragon, 25172 Muir St., Apt. 6, Hayward; R. J. Gardiner, 36743 Ruschin Dr., Newark.

If I Had a Bus...

Third Graders Tell 'Dear People' Where They Want to Go--To Children's Fairyland

If you had an AC Transit bus and a route map of the East Bay, where would you want to go?

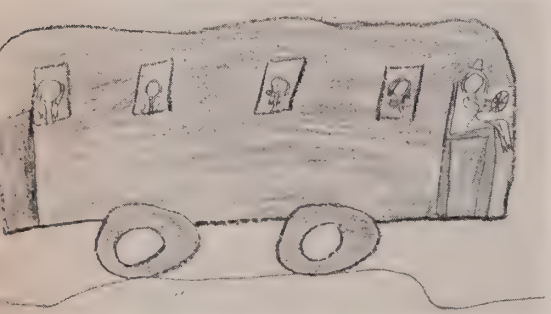
The district found some answers this month from third-grade students at the Columbus School in Berkeley.

No matter how they spelled it, it was "Children's Fairyland" all the way, by a 19 to 6 majority.

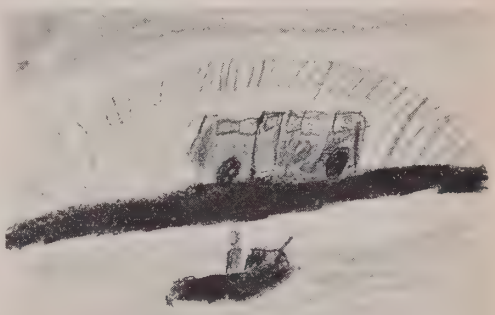
The youngsters made their decisions known in letters sent to "Dear People at the AC Transit Company" after studying district route maps given them by their teacher, Mrs. Betty Selix.

They looked at the maps, made their choice and wrote their thanks, in 25 letters, accompanied by 25 drawings. One added extra thanks (three times!) and disclosed:

"Mrs. Selix let us talk while we were looking."



Like most of the others, she listed the "place I like to go is Children's Fairyland. And I forgot to ask. How are you feeling today?"

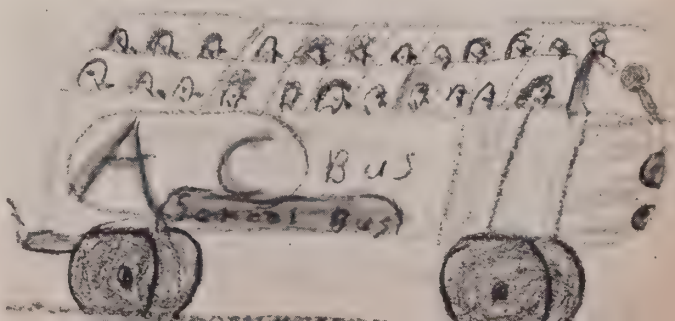


The district, in an official reply from the directors, decided it was feeling very well indeed, after reading the letters and looking at the drawings, posted on the walls of the board room.

The drawings indicated that Children's Fairyland was not the only place dreams come true. Double-decker buses—with a smiling face at every window—were in several drawings. Other drawings showed buses with a remarkable ability to hover over the land, submerge near the Berkeley fishing pier and survive an encounter with the "old woman in the shoe."

One youngster chose the fishing pier for his "ride"—with a pier-side bus of a size to match a waiting fish. Another picked University of California; one boy settled for the Alameda Naval Air Station, while a girl decided on the Naval Supply Center, complete with bus AND boat.

Unhampered by boundaries, one sports enthusiast left no doubt that however he got there, he wanted to see the Giants play.



BIGGER AND BETTER—As far as school kids at Columbus School are concerned, AC Transit buses constructed in this fashion would hold more—and everyone would have a window seat.

OVER THE BARREL—This will be one of the problems in the Bus-O-Rama contest, driving a bus zig-zag around barrels as a problem in overhang and clearance. This shows how much space a driver should allow in making turns in order for rear of coach to clear parked cars and obstacles.

FIRST PROBLEM—Drivers testing skill will start with this problem—driving through parallel barriers to simulate negotiating a narrow street with parked cars. Instructors have checked to be sure it can be done.

Watch for the Driver With the Button— He Plans to Put Driving Skill "on Line"

AC Transit drivers were wearing a "buttoned down" look this month, indicating—through a special lapel button—their intention of competing in the "Bus-O-Rama" driving skill contest.

Within a few days after sign-up blanks were made available, nearly half of the district's operators had picked up forms and a button to wear which announces: "I'll drive Bus-O-Rama."

The contest, which will determine the best "Driver of the Year," will be held on an obstacle course on the paved parking lot on 8th St., north of Youell Field.

Elimination trials will be held on May 9, 10 and 16 and the finals are scheduled for June 7. Wheeling around the course on that day will be the three top semi-finalists from the three divisions—a field of nine all together.

Actual participants will receive shoulder patches to wear on their uniforms, featuring the outline of a bus and "Bus-O-Rama—1964," showing they demonstrated their ability, wheeling through simulated driving problems encountered in their regular work.

First, second and third place winners will receive individual trophies, to be engraved with name and record of the event.

In addition, a large gold bowl on a walnut base will be presented to the division represented by the "Driver of the Year," to serve as a perpetual memorial of victory.

The trophies will be on exhibit at the different divisions before the trials begin.

A standard "500" series coach will be used for the contest, which is for sport as well as individual testing. No district records will be kept of the scores,

FINISH LINE — After passing "parked car," bus pulls into near side loading zone and up to finish line. Instructors Pete Dodson, left rear; Lloyd Weems and Harvey Asp, right, check accuracy of course layout, with Bob Ballard at wheel.

but each driver will be given his own score sheet, so he'll know" how he stacked up."

The drivers will take the bus through seven problems, simulated with barriers, rubber balls, stanchions and barrels. All will be problems encountered in street operations.

Smoothness of driving will be considered in the score and will be measured accurately by a decelerometer, instead of the tumbling cylinder test. The instrument, the same as that used to test the braking ability on district coaches, measures acceleration and deceleration.

Contestants, in returning sign-up blanks to safety instructors, are asked to indicate when they prefer to compete. Drivers who normally work Saturday or Sunday will be given first priority on the course on contest days.

All drivers are eligible who have not had a "5 point" or more accident from the time the contest was announced on March 1 until finals are completed.

The public will be invited to watch the contest, particularly the finals.

Children Given Lessons In Safe Bus Riding As District Expands 'Class'

School children in Oakland and Berkeley were given instructions in how to ride public transportation safely this month as AC Transit expanded its "bus riding classes."

With Instructor Lloyd Weems as "teacher," the kindergarten classes, first graders and two special classes at Lincoln Elementary School in Berkeley had an all-day session to help them understand and use public facilities.

The experience for the five and six-year-olds included safety procedures worked out ahead of time and explained simply so the children could understand.

The "class" was continued in greater detail and in repeated sessions at the Whitman School for handicapped children, Oakland. There, because of physical difficulties, instruction was geared to abilities of each child, with special emphasis on safety.

For many of the Berkeley youngsters, it was their first time aboard a bus and an exciting experience.

They learned how to board a bus, how to pay their fare, how to take a seat near the door—and stay seated, how to "buzz" for their stop, and how to keep their seat until the coach stopped.

At suggestion of Lincoln School principal William B. Rhodes, the district plans to prepare a simple booklet—illustrated by the young passengers—to help other students learn how to ride a bus safely and correctly.

Green Thumb Expert

Foreman Tries Skill With Prickley Plants

As a veteran maintenance foreman, you expect R. L. "Lee" Brushwiller to know all about "power plants," but not the prickly kind people call cactus.

Lee, day shift foreman at Richmond division, not only has well over 100 varieties of cactus plants, he probably holds some kind of a record for making the most of a dot-sized plot of garden space.

He has his display—spectacular in April, May and June—in a 10 by 10 foot area in front of his studio cottage at 1801 Rose St., Berkeley, proving if you can't spread outward, you can at least consolidate vertically.

When a neighbor gave Lee and his wife, Marie Evelyn, a cereus cactus five years ago, there was no idea, of course, about what was getting started. The cactus flowered beautifully, to the wonder of the Brushwillers—and a hobby was born. The cactus, the only one planted outside in the ground, has 11 blooms on it now—each five or six inches across.

HE'S STUCK — ON CACTUS — R. L. "Lee" Brushwiller, dayshift maintenance foreman at Richmond division, has over 100 varieties of cactus—in a dot-sized plot.

Intrigued by the beauty of blooms on the thorniest of plants, Brushwiller started collecting varieties—and building shelves and racks to hold colored porcelain containers, stacked in rows on his tiny, white-rock plot.

One box, four feet long, greeted April with 250 buds of varicolored flowers—a small inkling of what Brushwiller sees when he looks out of his front window.

Lee keeps most of his plants outside, with the exception of a rare type like the "Turkish Temple" from Africa, which is getting accustomed to Berkeley climate from an indoors location. It resembles a football, with an orchid-like flower growing from the pointed end—but is nothing to kick around any nearby stadium.

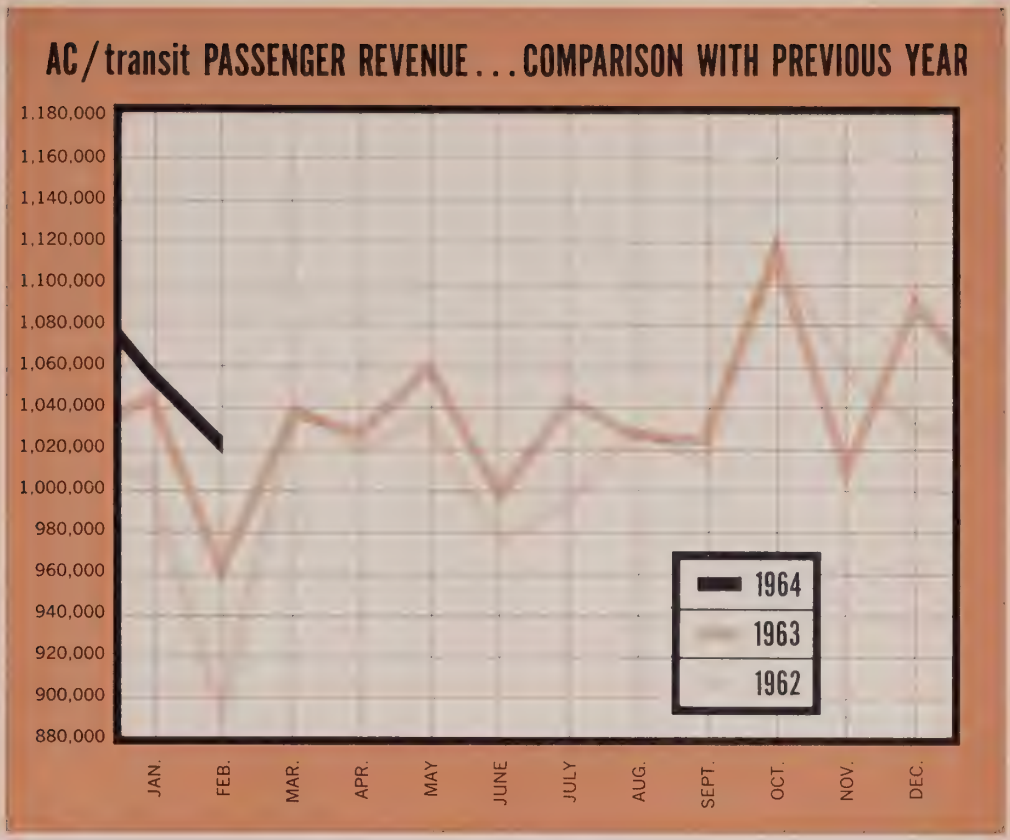
A one-time truck driver and war-time crane maintenance expert at Kaiser ship yard in Richmond, Brushwiller went to work for Key System in 1946 and has been in Richmond since 1951.

With all that bloom about to burst forth, he's concentrating now on grafting cactus and trying to grow some of his own from "pups"—that's what they call them! His only problem—where to put them?

Transit Veteran Retires

One of the "old-timers" in East Bay transportation, Homer S. Haney, 66, of 538 Glen View Ave., Oakland, will retire May 1, after 38 years "in transit."

Haney went to work in 1926 as a street car conductor, switched a short time later to trains and worked as a brakeman and trainman until 1958, when he became a motor coach operator.



February was a banner month on AC Transit ledgers, with passenger revenue hitting $1,022,119, the first time it has passed the million dollar mark in the month of February since 1953.

Number of riders carried also showed a healthy increase, as did commute book sales.

Revenue for the month topped the figure for last year by $71,430—an increase of 7.51 per cent. Size of the increase was attributed partly to the extra leap-year work day and to favorable weather. But even without the extra day, revenues would have shown a gain over last year of 5.2 per cent.

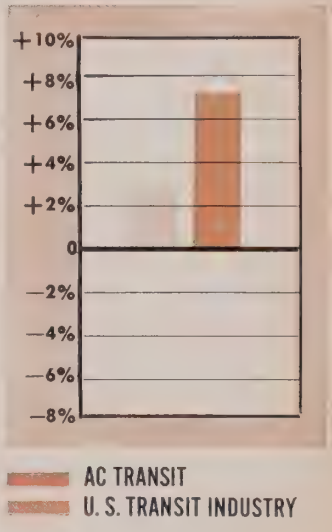
The number of riders carried during the month totaled 4,323,521, an increase of 6.24 per cent over the same month in 1963. Commute book sales for February were $166,917, as compared to $156,341 in February, 1963, an increase of 6.8 per cent.

The transit industry nationally also showed an up trend during the month, with a 2.88 per cent increase in revenue passengers.

AC Transit operated 1,821,966 miles of scheduled service, an increase of 7 per cent over the same month last year.

FEBRUARY PASSENGERS

Percentage Change from Previous Year



ACTIONS OF THE BOARD

At an adjourned regular meeting March 25, 1964, the Board of Directors:

• Authorized sale of a portion of land at Richmond division terminal to City of Richmond for amount of $8984, on motion of Vice President Coburn.

• Ratified travel outside the State by claims department attorney, on motion of Director Warren.

• Approved purchase of 30 new buses, a spare engine assembly, auto and truck replacements, and authorized installation of heating facilities at district maintenance shops, on motion of Director Rinehart.

* * *

At an adjourned regular meeting, April 15, 1964, the Board of Directors:

• Authorized extension of self-insurance program to include robbery exposure, and approved continuation of existing insurance program regarding personal effects of bus operators, on motion of Vice President Coburn.

• Approved a general program of service adjustment to more closely coordinate operations of the district with service demands, on motion of Vice President Coburn.

• Authorized President of Board of Directors to represent District at regional conference of American Society of Civil Engineers at Salt Lake City, on motion of Director McDonnell.

TRANSIT TIMES
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ALAN L. BINGHAM . Public Information Manager

Richmond Operators Top Goal for Third Month

Richmond operators could wear a round and pleased look this month—after topping their safety goal for the third month in a row.

The operators tallied 13,872 miles per accident in March, surpassing the district's goal of 12,450 miles per accident and winning more coffee and doughnuts.

In respect for their record—best for the district in 1964—N. P. Alevizos, superintendent at Richmond, put on his white chef's cap and personally handed out the repast. The operators also beat their goal in January and set a new record of 14,530 miles per accident in February.

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For the Good of Your Community
Vol. 7 No. 1 OAKLAND, MAY 1964

Research on Bus-rail Service to Aid Joint AC/BARTD Operation

Pushing ahead to achieve full coordination of AC Transit service with the forthcoming rapid transit rail system, AC directors this month authorized on-the-spot evaluation of similar joint services already operating in this country and in Canada.

A fact-finding team of district personnel will study integrated transit systems of several other cities to develop guide lines and a set of principles to be followed in coordinating service with the San Francisco Bay Area Rapid Transit District.

Specifically, the following areas of jointly operated service will be studied:

1 — Joint financial and operating agreements for provision of feeder bus service to rapid transit stations.

2 — Level of feeder services during peak, midday and evening hours, including service frequency.

3 — Joint fares and transfer arrangements, plus new methods of fare collection applicable to both train and bus equipment.

4 — Detailed statistical information relating to passengers, revenues and operating costs.

The study group, to be appointed by General Manager K. F. Hensel, will evaluate service coordination in such cities as Toronto, Boston, Philadelphia, Chicago and Montreal.

(Continued on Page 3)

State Policy Rules Transit Coordination 'Absolute Necessity'

Development of a fully balanced transportation system in all of California by the year 1985 is a prime, basic objective of the State government.

Robert B. Bradford, administrator of the mammoth State Highway Transportation Agency, told a recent meeting of transit officials that within the next two decades it is an "absolute must that adequate transportation be achieved for people and goods — with the public getting some freedom of choice."

R. B. Bradford

Some 18,000,000 people now live in California, he noted. Within 20 years there will be twice as many.

The State's economic progress is tied in directly with transportation facilities, he warned, adding that all forms of transportation must join together in ultimately providing a balanced transportation system.

"No one form of transportation will bring the solution itself," he declared. For example, an average of only 1.5 occupants travel in autos, and this is "too few occupants."

"The two main ingredients to solve the transportation problem are courage and

(Continued on Page 8)

Line Changes Planned to Boost Efficiency

A general "tailoring" of service has been authorized by district directors to make better use of equipment, save expenses where the level of service is no longer warranted, and provide for continued expanded operations where needed.

Service adjustments to keep pace with new freeway construction and with shifts in population and service usage include changes in operating frequency, re-routing and line consolidation.

All express buses on Line N were re-routed on to the new extension of MacArthur Freeway after it was opened, sharply cutting transbay travel time to San Francisco for commuters in East Oakland and San Leandro.

Time Reduction

Between 7 and 10 minutes are saved by present running schedules, resulting in a time reduction for some commuters of about 33 per cent.

An extra bus was added to morning schedules and two buses to evening service, to handle a boost in passengers.

Buses on Line 34 - MacArthur Express will be routed over MacArthur Freeway during a portion of the peak commute hours starting June 8.

Six trips on the MacArthur Express originating in San Leandro will enter the freeway at High St. for a non-stop run to Lakeshore Ave. Travel time to downtown Oakland will be cut by as much as 10 minutes. Alternate trips on the line, however, will continue to travel via MacArthur Blvd. instead of the Freeway.

Other service adjustments, scheduled to take effect June 7, include:

Line A (12th St.)— Twenty minute daytime frequency on Sunday instead of present 15 minutes.

Line 56 (Seminary-90th Ave.) — Hourly service instead of a 30 minute frequency on nights and Sundays.

Line 83 (7th St.) — Operation of a 20 minute frequency instead of 10 minutes between downtown Oakland and 7th and Pine Sts. at nights and Sundays.

Line 88 (Market-12th St.) — A 30 minute frequency instead of 20 minutes during late night hours.

Changes to take effect June 8 include:

Lines 18, 60 and 77 — Operating most trips from Snake Rd. and Piedmont Pines routes via Line 18 route to provide direct, faster service to downtown Oakland. Travel time from Moraga Ave. and Medau Pl. in Montclair to 14th St. and Broadway will take an average 25 minutes. Line 60-Broadway Terrace will operate separately in keeping with passenger traffic.

Line 17 (Alcatraz) — Present basic service routing to operate throughout day, but eliminating peak hour extensions.

Line 93 (Hesperian)— Reduction of frequency to 45 minutes instead of 30 minutes during midday hours and on Saturday between San Lorenzo and Bay Fair shopping center. Discontinuance of service between the shopping center and east end of line at 150th Ave. and Foothill Blvd. during midday hours between approximately 9 a.m. and 2 p.m. Monday through Friday and all day Saturday.

Line 69 (El Sobrante) — Operation of 30 minute basic frequency instead of 20 minute frequency during week day midday hours.

Line 72 (San Pablo Ave.) — Operation of basic 10 minute frequency instead of 8 minutes during midday hours and Saturdays.

Express Lines 30 and 32 — Basic 45 minute frequency instead of 30 minute frequency during midday hours. All buses on Line 32 will operate to Fairway Park during the middle of the day, providing the area with 45 minute service instead of the present hourly service.

That Was No Pumpkin

Coach and Driver Transformed to Take Piedmont Club to Garden Show Preview

The district went "top hat" — with pleasant results — when it decided to match its service with the social importance of preview night at the California Spring Garden Show, held annually in Oakland.

Both the driver and the bus were transformed for the occasion, surprising members of the Bonita Garden Club who had chartered a coach to take them from a dinner party at the home of Mr. and Mrs. David Bardin in Piedmont to the Exposition Building.

ENTREZ-VOUS — Operator R. H. Alcock, elegant in full formal attire, assists Mrs. David Bardin aboard an AC Transit bus — transformed with flowers for the Garden Show Preview. Mr. Bardin and Mrs. Theodore Hunt also were among members of Bonita Garden Club which chartered bus for preview event.

Guests filed out from the party to discover operator R. H. Alcock decked out in full formal attire, complete to white tie, tails, top hat, white gloves, and even more elegant than the men guests, who were in "black tie."

The bus also had a "garden-like" air of its own, with a bower of carnations and greens framing the doorway. The framework, executed with precision by the district's building maintenance department, fitted around the doorway to make a "grand entryway" for the riders. As a final touch, carnation scent was sprayed inside the coach.

Alcock, who stood by at the garden show to return the members to the Bardin home, found he was something of an attraction on his own—and with a need to tactfully convince other would-be passengers that the bus was not in regular service. And also, that top hat and tails were NOT the new district uniform.

Evaluation of Coordinated Transit Systems Authorized

(Continued from Page 1)

Hensel said results of the study will be of particular benefit in the near future when directors of the district will be faced with decisions having far reaching effect not only on residents of the area but on the eventual role the district will fulfill in providing transit service.

Staff members from the district and BARTD have been meeting since last fall to begin developing a program of coordinated rail and bus service in the East Bay. Results of the new studies also are expected to be of great help in similar future meetings between the two agencies, Hensel said.

Our 'Stockholders' Write...

AC Transit is proud to reprint below a few of the many letters of commendation received during the month — letters unsolicited from residents of the East Bay who are owners of the transit system. Letters were selected at random to represent the quality of courtesy, service and safety demonstrated by AC personnel in their most important relationship with our customers.

Please excuse my long and overdue sincere thanks to you (K. E. Davis) for turning in my black bag to the Oakland lost and found department . . . you'll never realize my gratitude to you. Besides necessary traveling articles, there was a pin and a pair of pearls that could never have been replaced . . .

Aline Christalos
Chicago, Ill.

* * *

Words of praise are certainly due to (Laura Lee Rikli) . . . I have noticed how courteous, friendly and helpful she is to all—young and old. She always calls out, clearly, the requested street stops and reminds those riders; waits patiently for the crippled and infirm; is courteous and helpful in answering questions and giving directions or advice . . .

Mrs. Elizabeth Kluber
San Francisco

* * *

I wish to commend Bill Parsons who was very kind and helpful to me today. I am an elderly lady in a new neighborhood desiring to learn which bus I should take to get to and from my church. Mr. Parsons gave me all the information and I am very grateful to him.

Mrs. Mildred Grant
Berkeley

* * *

. . . I don't know how often it is that someone writes to tell you of the fine service that your company gives. It may be often or seldom. Many people are probably very satisfied with the service, but never have the time to write and tell you how they feel . . . One of your drivers (M. E. Orona) stands out above all the rest . . . he always has a smile for everyone and always seems to be happy . . . He is very considerate of all the passengers and tries to please everyone. He is a very careful and good driver. He is appreciated very much by his passengers. He is a bright spot at the end of the day.

Gail Sobbe
Oakland

* * *

. . . He was an exceptionally efficient and courteous man (H. J. Hunziker) and one of the best I have encountered in many years. He rendered service to all who entered his bus in a most outstanding manner . . . he is an excellent model for all bus drivers, both for service and personality.

Mrs. Carolyn Dobbs
Berkeley

* * *

The operator (D. W. Booker) was most courteous to an elderly, hard of hearing woman, accompanied by a little girl. This act is deserving of others knowing it.

Mrs. Annie Lee Hart
Oakland

* * *

I'd like to compliment driver (A. S. Donaville) . . . he handles the coach with intelligence and caution . . . the same courtesy he shows to others drivers and gives to the passengers . . .

Paul Magilligan
Berkeley

TOP DIVISION — Division superintendent N. P. Alevizos, in chef's uniform, does the "coffee and doughnuts" honors for drivers at Richmond who topped safety goal record four months in a row. Safety Instructor Lloyd Weems, standing, adds his congratulations to, left to right, O. C. Stalker, R. E. Peacock, Harvey Jackson and Bessie Hanson, who were among the division's 186 drivers being honored.

Richmond Drivers Hit All-Time Safety High

Boosted by a record-breaking 15,293 miles per accident, tallied by operators at the Richmond Division, the transit district hit a new high of its own in April — the best safety average yet.

Miles per accident averaged at the three division was 13,428 — highest total since this method of record keeping was instituted in November, 1961. The current goal is 12,450 miles per accident.

Bus drivers at Richmond could wear an especially pleased look as the result of their individual tally—the top for any division in the same period of time. The division's 186 drivers drove 382,329 miles during the month.

Seminary division operators added to the average by topping their safety goal with a figure of 14,450 miles per accident.

For Richmond, it was the fourth month in a row that drivers beat their goal in no uncertain style, setting up scores which won them coffee and doughnuts, served in person by N. P. Alevizos, division superintendent.

Richmond operators had a score of 13,281 miles per accident in January; 14,530 — a new record — in February; 13,872 in March and 15,293 in April.

A reduction in accidents, noticeable at all of the divisions, gave the district last year its best annual safety record to date. During the year, Emeryville division operators achieved an impressive record by beating the safety goal nine times during the 12-month period.

More Information

A note or phone call to the transit district—654-7878—will place your name on the mailing list for *Transit Times* if you are not already regularly receiving a copy of the monthly newsletter.

TRANSIT DELUXE — Rare photograph shows passengers at Southern Pacific crossing in Richmond, before subway was built at Macdonald Ave. in 1908. Other car, below, was first used in movies.

This is Trolley Travel In Elegant Style—in Famous Cars, too

A chance discovery has brought to light two rare photographs of early trolley cars which enjoyed "high flying" and famous days before they settled to the straight and narrow path of Key Route.

The photos, apparently taken in 1906, show the cars after they arrived in Richmond to give substance to the East Shore and Suburban Railway.

The pictures were found by Thomas J. Ryan, president of the Richmond Museum and a maritime enthusiast, while he was searching for photos of early ships. They were among a dozen or so taken at the time of 1906 earthquake.

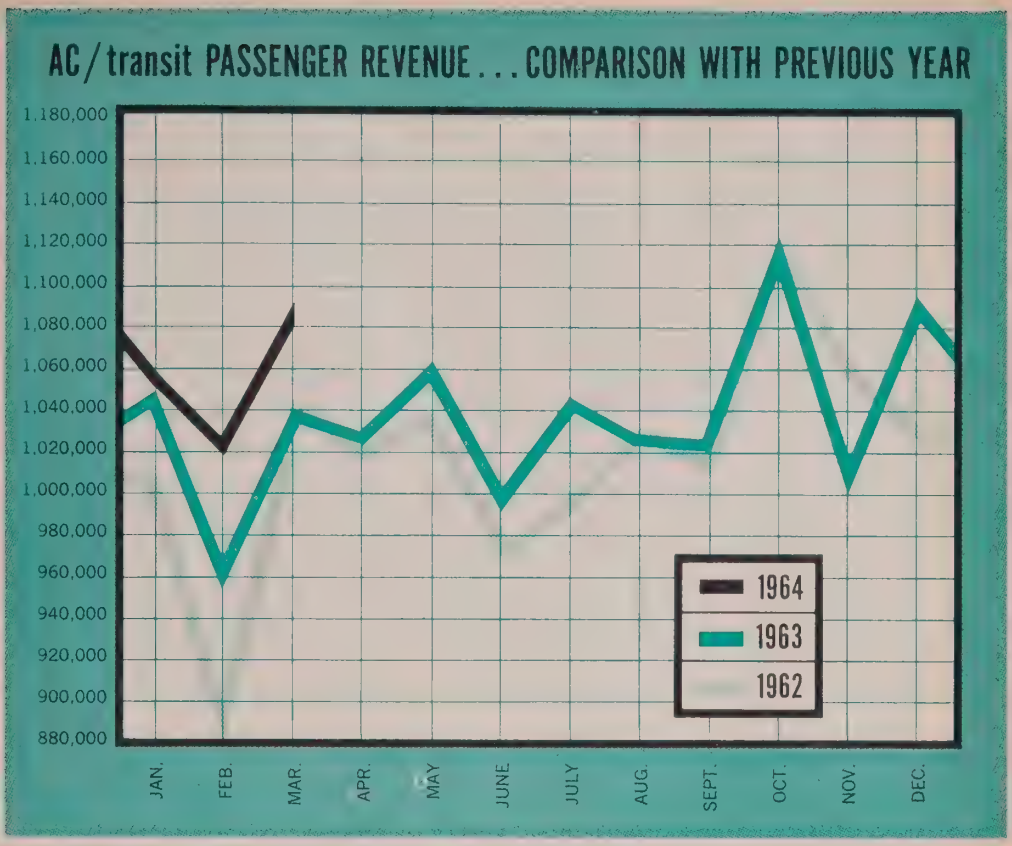
One shows Car No. 53 at the Southern Pacific crossing on Macdonald Ave. before the subway under the tracks was built in 1908. At this point, riders got out, looked up and down the tracks, crossed over and embarked again.

Car No. 53 and a sister car, only ones of their type, were purchased for the Eastshore and Suburban Railway in Richmond after an illustrious period carrying visitors to the Louisiana Purchase Exposition in St. Louis in 1904. Built for the fair as the most elegant transportation of the day, the cars were well designed, featuring window posts with beveled mirrors and special seats. They were also one of the first to have air brakes.

After they entered the Key Route fold in 1911, they were numbered 422 and 425 and were used on East Bay lines until scrapped in the 1930's.

The other picture is of Car No. 50, built about the same time, which enjoyed a different type of fame. One of seven of the "Los Angeles standard type" cars purchased for Richmond, this was the car used in "Keystone Cops" movies — and it still rocks along now and then on old TV comedy revivals.

These cars arrived in Richmond, looking like dark red "woven baskets," with open-air seats, but were soon closed in because of "weather conditions." Later re-numbered 411 to 416, they still may be remembered as the "Dinkey" — the 40th St. traction car which ran from Piedmont Station to San Pablo Station and to Ward and Adeline Sts. in Berkeley. Women also would remember them as the "cars with the high steps," much protested during tight skirt days. They also met the scrapper's torch in the 1930's.



Operating results presented a favorable picture in March, with passenger revenue totaling $1,082,728, an increase of $40,997 or 3.9 per cent over the same month in 1963. Transbay revenue accounted for most of the increase, reaching $415,915 for the month, an 8.9 per cent boost over March of 1963.

Transbay commute book sales also were up for a total of $181,576, compared to sales of $171,381 for the same period a year ago. This was an increase of nearly 6 per cent.

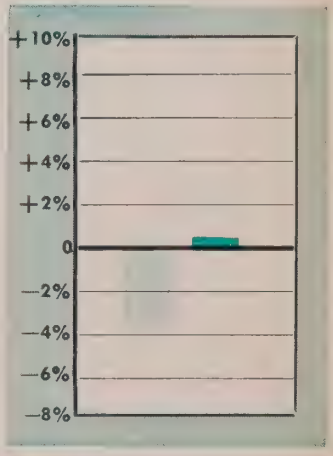
Department store sales in Oakland, boosted by Easter week, also showed an increase of 2 per cent for the four weeks ending March 28.

The number of passengers carried in March came to 4,495,871. Nationally, the transit industry showed a decrease in passengers of almost 4 per cent for the month.

AC Transit's total revenue for March was $1,289,262 and was sufficient to cover operating expenses of $1,105,014, plus equipment renewal and bond debt service. Costs of operations for the month were up 4.24 per cent. The district operated 1,958,398 miles of scheduled service, an increase of 2.8 per cent over March, 1963.

MARCH PASSENGERS

Percentage Change from Previous Year



ACTIONS OF THE BOARD

At an adjourned regular meeting April 29, 1964, the Board of Directors:

• Authorized General Manager to be absent from meeting of board May 27 to attend transportation conference at Stanford Research Institute, on motion of Director Warren.

• Approved assignment to Metromedia of transit advertising agreement with Fielder, Sorensen & Davis upon merger of the two firms, on motion of Vice President Coburn.

* * *

At the regular meeting, May, 13, 1964, the Board of Directors:

• Authorized staff technicians to conduct on-the-spot investigation of transit systems now operating integrated bus and rail service, on motion of Director Bettencourt.

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• Ratified program of partial self-insurance, establishment of claims reserve fund and personnel practices for employees of claims department, on motion of Director Warren.

Exclusive Freeway Bus Lanes Under Study

(Continued from Page 1)

a spirit of cooperation," Bradford said.

He noted that the State already is cooperating with the San Francisco Bay Area Rapid Transit District in providing bridge toll revenues for the construction of a $133,000,000 rapid transit tube beneath San Francisco Bay.

Bradford, whose administrative jurisdiction includes the State Department of Public Works as well as the State Division of Bay Toll Crossings, went on to say:

"We also are concerned with providing special lanes on freeways for express buses, though I don't know if we can ever work this out."

He cited difficulties in determining a suitable location to experiment with exclusive bus lanes and also reviewed operating problems such as whether inside or outside freeway lanes should be used.

But the official said he will continue discussions on the feasibility of exclusive bus lanes with the Federal government which provides a sizeable portion of freeway construction funds.

Bradford spoke in Los Angeles at a regional meeting of the American Transit Association.

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AC TRANSIT transit-times
For the Good of Your Community
Vol. 7 No. 2 OAKLAND, JUNE 1964

District Leads Nation In Safety Improvement Despite System Growth

National recognition has been given to AC Transit for the greatest achievement in safety improvement of any U.S. transit operation serving an urban population of 1,000,000 or more persons.

A special citation, citing the district for its top reduction in accident frequency, was presented by the American Transit Association during a regional meeting in Chicago. The award was accepted by K. F. Hensel, general manager.

The citation covered accident reduction during 1963 as compared to the previous calendar year.

Although AC Transit operated more miles at a faster pace during the year, it recorded an overall accident reduction of 9.2 per cent. Frequency of passenger accidents alone was reduced even greater, an 18.8 per cent improvement over the year before.

During 1963, the district carried over 62,600,000 passengers and operated over 23,000,000 miles in 12 East Bay cities and across the bay bridge to San Francisco.

Collision accidents in 1963 totaled 1,527, including 18 involving pedestrians; 22 involving company vehicles, 1,321 involving motor vehicles, and 166 fixed objects. In 1962, the total was 1,649 covering the same categories.

Passenger accidents totaled 523 in 1963 and 637, in 1962, including those on buses and boarding and leaving.

THE CHAMPIONS—Operator B. R. McCaslin accepts trophy as "Driver of the Year" from General Manager K. F. Hensel after "Bus-o-Rama" finals. C. L. Gross, left, was second; R. E. Peacock, third.

Operators Prove Skill At Novel 'Bus-O-Rama'

Bus drivers had the challenge of sharpening their skills, while the district made an investment in safety, during a new "Bus-o-Rama" contest which this month resulted in selection of the "Driver of the Year."

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Top honors went to B. R. McCaslin, 38, of the Seminary division, who carried off first place trophy because he drove "exactly like I was operating on a traffic-busy street."

The driving skill contest, staged on an obstacle course in the manner of an "Olympic Games," gave operators the chance to find out for themselves just how good they were behind the wheel—and how they could improve their abilities while pushing for top spot.

(Continued on Page 5)

Women Riders Give Favorite Driver Sentimental Send-Off to New Line

As veteran driver Jodie L. Vinson can assure you, it's wonderful to be loved by women commuters:

Especially, when it includes an early morning surprise party at the Transbay Transit Terminal.

When you have to change routes, you get a sentimental send-off and the chance to "take home the cake"—at least that's what happened to Vinson this month when he worked his last day on the Line G-Albany schedule before starting a new run on the transbay Richmond line.

Vinson left behind a reluctant group of women workers, who had been riding with him from San Francisco to their jobs in Emeryville and Berkeley each weekday morning.

To make his last trip a memorable one, commuters had a six-foot banner unfurled at the terminal when the surprised operator rolled in to pick up his load. It expressed their sentiments:

"Good-bye—hurry back—the 7:40 won't be the same without you."

They also presented Vinson with a cake inscribed: "We'll miss you, Joe."

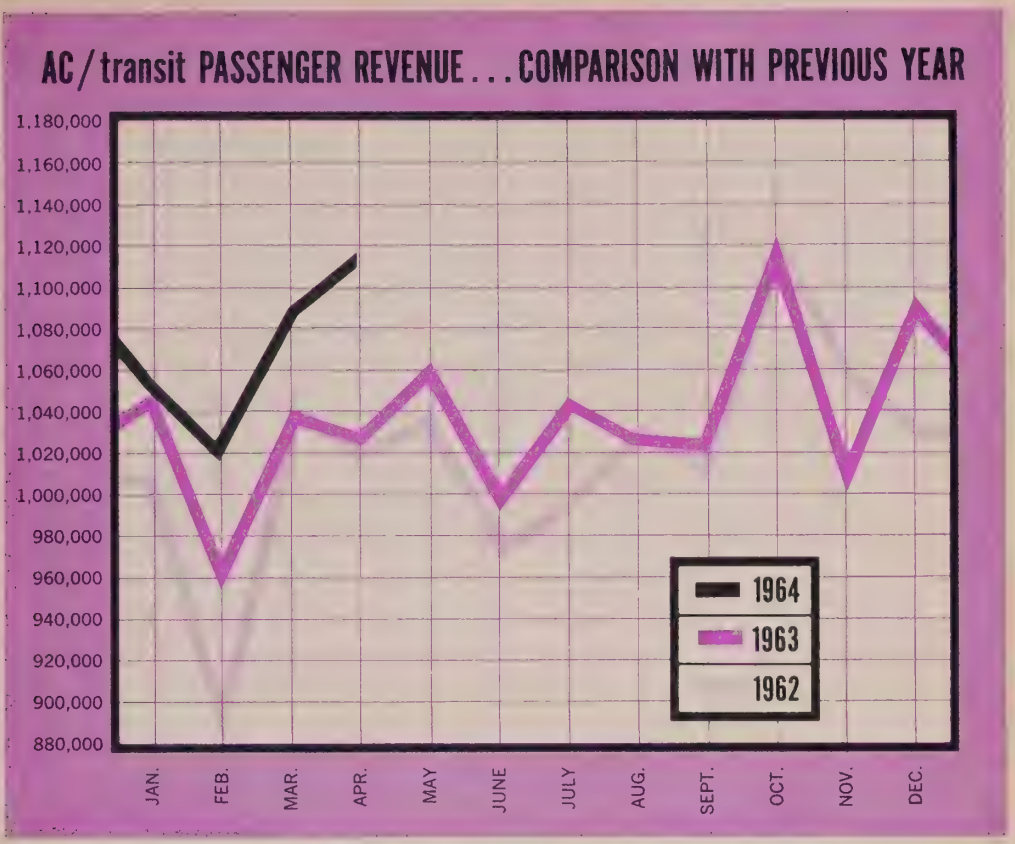
A driver for 21 years, Vinson admitted it was his most pleasant surprise and the first time he had "taken the cake." Other passengers also gave him "fun gifts" as a gesture of regret at his being "bumped" from the route by another operator with higher seniority.

Popular with the passengers for his pleasant manner and smooth driving, Vinson is equally popular with the district for his habit of a walk-around inspection at the end of each run and for an inside inspection of his bus to be sure nothing has been lost by his riders.

Vinson, 57, lives at 6026 Wenk Ave., Richmond. He had been on Line G for over a year.

The women who planned the surprise included Maxine Mulcahy, Glenda Ruffner, Eleanor Elmore and Paulette Henderson, all of San Francisco.

"WE'LL MISS YOU, JOE"—Veteran bus driver Jodie L. Vinson gets a special send-off from Berkeley and Emeryville commuters during last run on Line G before switching to another transbay line. Maxine Mulcahy, center, and Glenda Ruffner give Vinson a "good-bye" cake, after first unfurling a farewell banner at the Transbay Transit Terminal in San Francisco.



Transit operations showed a healthy upward trend in April, with passenger revenue totaling $1,116,958, an increase of $82,910 or eight per cent over the same month in 1963. Transbay travel accounted for a portion of the increase, reaching $436,347 for the month, an increase of 10.21 per cent over the same month a year before.

The number of passengers carried by the district also was up for the month, with a total of 4,698,295, an increase of over eight per cent compared to April, 1963. The transit industry nationally showed a passenger decrease of 2.34 per cent.

Transbay commute book sales also were up, with a total of $181,565, as compared to $174,872 in April, 1963, an increase of 3.8 per cent.

The district's total April revenue of $1,333,220, was sufficient to cover operating expenses of $1,145,626, up nearly 8 per cent over the same month, a year ago. It also covered equipment renewal and bond debt requirements. Total miles of operation were up 2.73 per cent, totaling 1,950,644 miles as compared to 1,898,745 in 1963.

Transbay Buses Back at Loading Zones

After playing a zone-changing "game of musical buses," AC Transit coaches have returned to usual locations at the Transbay Transit Terminal in San Francisco following pavement re-surfacing, final phase of general improvements.

During rehabilitation of passenger waiting platforms, buses on Line G-Albany, H-Sacramento St. and L-Richmond used a temporary loading zone on Natoma St., while other transbay lines switched to different lanes.

New Tour Booklet for Bus Adventures

A completely new issue of "Sunshine Trails," which invites residents and visitors to use AC Transit service for "discovery" tours to East Bay points of interest, rolled off the presses this month in time for summer "adventuring."

The new booklet, distributed free, was planned to include places that give this area charm, interest, atmosphere and amusement, and which can be reached comfortably by bus.

The 40-page pamphlet recommends 18 separate excursions—with some separate "collector's items" for individual trips. The trips involve different buses, a variety of routes and areas, a bit of walking, and enough time to enjoy a sightseeing holiday.

Selected with the help of park and recreation experts, municipal officials, a special committee from the East Bay chapter of the American Institute of Architects and residents who recommended their own discoveries, the booklet is designed to promote bus riding for fun, while increasing midday patronage and boosting summer-time revenue.

Suggested excursions include new churches on an East Oakland hilltop, a look at the Spanish past of San Leandro, a riding and wandering stroll through the north Berkeley hills, and a different view of Oakland — from its city hall — through a variety of "different" sections to Jack London Square.

Some of the places may be little known to the public, including the Palestine Institute, with its artifacts of 3500 years B.C. Others include familiar haunts such as Children's Fairyland and Kaiser Center, but with updated information.

Booklets can be obtained through Transit information by calling 653-3535, or at the fourth floor information office, Latham Square Building, 16th and Telegraph, Oakland, during weekday work hours. Copies also will be made available to chambers of commerce in main cities served by the district and at the Transbay Transit Terminal.

AC Transit Family Boosted by Additional Workers

New employees, who have joined AC Transit in April and June, include:

General Offices

Tabulating: Virginia Wharton, 4345 Detroit Ave., Oakland, key punch operator.

Emeryville Division

Maintenance: Williard L. Jones, 930 E. 14th St., Oakland; Larry W. Marshall, 326 Via Lucero, San Lorenzo, service employee.

Bus Operators: Nelson Gabriel, 1243 34th Ave., Oakland; H. E. Allen, 3872 San Pablo Ave., Emeryville; R. S. Parr, 2445 Encinal Ave., Alameda; M. J. Araujo, 1817 Schiller St., Alameda; R. J. Cartwright, 1910 Myrtle St., Oakland; M. L. Rhoads, 686 40th Ave., San Francisco; D. L. Moulin, 2341 Valley St., Oakland; B. L. Gehret, 77 Glen Ave., Piedmont; W. E. Chapman, 1369 Rhode Island St., San Francisco; J. E. Jodoin, 540 Laidley St., San Francisco; J. E. Broadhead, 434 Central Ave., Alameda; H. B. McPherson, 1860 Dwight Way, Berkeley.

Richmond Division

Maintenance: William H. Akers, 440 Warden Ave., San Leandro, service employee.

Bus Operators: W. T. Grant, 369 South 20th St., Richmond; R. G. Thornton, 684 30th St., Richmond; O. G. Rios, 571 20th St., Richmond; H. J. Dupuis, 3444 Belmont Ave., El Cerrito.

Seminary Division

Maintenance: Albert G. Nicholas, 1955 San Pablo Ave., San Pablo, mechanic A.

Bus Operators: Richard Keshian, 2636 38th Ave., Oakland; E. L. Young, 1479 Fruitvale Ave., Oakland; P. W. Shassetz, 1807 41st Ave., Oakland; W. L. Smith, 23887 Odom Dr., Hayward; A. M. Williams, 3837 Detjen St., Fremont.

TOP COMPETITORS — Semi-finalists, three from each division, who made it to the starting line in the finals of a driving skill contest to determine the district's top driver for 1964. On the "mark" were, left to right, Mrs. Bessie Hanson, T. J. Adamson, D. S. Morley, P. L. McDowell, Robert Dahlgren, B. R. McCaslin, C. L. Gross and R. E. Peacock. G. P. Hentschel, not shown in the photo, also was a semi-finalist.

Winners Picked in Driving Skill Contest

(Continued from Page 1)

McCaslin, who lives at 41250 Malcomson St., Fremont, was in 10th place when nine semi-finalists—representing the district's three divisions—were chosen to compete in the finals. He made it to the starting line at the last minute, however, when one of the operators was disqualified by an accident.

Previously, McCaslin had declared: "Time isn't important. I'm going to drive carefully, just like on the streets."

He did just that, rolling the coach through test problems with such smooth precision that he touched only two out of the 41 obstacles—ending up with the top score of 409¾ points and a running time of five minutes, one second.

The course was laid out with a par time limit of seven minutes, but winners completed the run in less than that through skill in avoiding obstacles. The course simulated seven problems encountered in regular driving.

Second place trophy went to C. L. Gross, 32, of 608 Brooklyn Ave., Oakland, of Emeryville division, a driver since 1960.

Third place winner was R. E. Peacock, 57, 3110 Parker Rd., Richmond, who has been driving a bus for 19 years. He represented Richmond division.

McCaslin, a driver since 1951, and the other winners took home personal trophies, while a perpetual trophy was presented to Seminary division as "home base" for the champ.

Semi-finalists included a woman driver, Mrs. Bessie Hanson of Richmond division, mother of nine and grandmother of 18. Also from Richmond was T. J. Adamson.

P. L. McDowell and G. P. Hentschel represented Emeryville and D. S. Morley and Robert Dahlgren, Seminary division.

Bus Riding Classes Held at Schools

Youngsters at seven East Bay schools got special instruction in how to ride public transportation during the past two months, as the district expanded its free "bus riding classes" at the request of school officials.

Although special instruction has been given each year to handicapped children, the simple "do's and don'ts" of riding a bus were expanded to kindergarten and primary grades in Berkeley and Oakland schools after educators asked for an instruction program in other schools.

The program is expected to continue with the opening of the Fall term, with a safety instructor and a coach visiting schools for a practical demonstration after previous classroom training in the use of public facilities.

The experience has proven to be particularly exciting for the youngsters, many of whom had never previously been on their "own" on a transit district bus.

All are shown how to watch their step and walk carefully aboard, and to sit down as soon as possible and as close to the front door as possible. They also are shown how and when to pull the cord to signal for a stop, and are instructed to remain seated until the coach is stopped and not to open windows or put anything —including hands, arms or head—outside the bus. The class concludes with a ride around the block—a highlight of the visit.

The instruction has been rewarding to the youngsters—and sometimes to the safety instructors, as well, who have found they have to be ready for some odd "knowledge" when the young riders ask questions.

Even a principal was momentarily "caught off base" when a bus stopped at a corner while the driver checked traffic and the principal asked: "Where are we?"

"On a bus, of course," came the reply from the rear. Struck most speechless, however, was an instructor who, after explaining the dangers of putting an arm out an open window, added:

"You can't grow another arm, you know."

"Oh yes you can," a first-grader answered, firmly "after the Resurrection:"

Veteran Employees Plan 'Holiday' From Time Clock

Veteran transit workers will say their good-byes to alarm-clock work days as they take their pensions in July and August. Heading for retirement are:

Milton Richmond, 4012 Maybelle Ave., Oakland, assistant dispatcher at the Seminary division who started to work as a street car operator in 1944.

Raymond C. Brown, 2526 12th Ave., Oakland, motor coach operator at the Emeryville division who started out as a street car operator in 1937.

William Green, 1052 - 45th St., Emeryville, bus driver at Emeryville division who started work on the street cars in 1944.

Also retiring from Emeryville as bus drivers are Oliver R. Williams, 1369 East 32nd St., Oakland, who began as a conductor in 1923, and Manuel J. Medeiros, 2733 19th Ave., Oakland, who worked as a driver since employment in 1944.

District Volunteers Sought to Help in Crusade

Herbert C. Crowle, director of public works for Alameda County, will recruit volunteers from AC Transit to help in the United Bay Area Crusade this Fall. Volunteers can contact him at county offices, 224 West Winton Ave., Hayward.

General Manager K. F. Hensel again has appointed John F. Larson, treasurer-controller, to head the district's participation, in cooperation with efforts by the Carmen's Union, Division 192. Chairmen will be appointed later.

Supervisor Tracks Stores While Son Follows Balloons into Stratosphere

Although he may sometimes feel like he's up in the air—and traveling in circles—John Krajcar, AC Transit's supervisor of stores, has decided he's definitely earthbound, compared to the activities of his 15-year-old son, David.

Dave, who just finished his sophomore year at St. Joseph's High School in Alameda, already has launched one assault on the stratosphere in the form of a 10-foot balloon and is about to double it with two more.

When Dave starts talking "space language," Krajcar says it's "out of this world" and he's left solidly behind. However mathematics are right down his alley and at least some of the atmospheric plans provide mutual fascination.

A widower, Krajcar divides his interest and his help among six children, including Linda, 17, who was student body president at Notre Dame High School and his mainstay in keeping the home running.

The others include Dave; Terry, 13; Mary Ellen, 8; Carla, 6, and Donna, 4. With four schools involved, Krajcar finds himself pretty busy keeping up with family activities. But he does find time to be interested in what each youngster is doing.

He was out of things—in the hospital—though, when Dave and two friends sent up their first balloon, complete with camera, parachutes and about $6 worth of helium.

The assembly was designed to rise to at least 101,500 feet, then burst and descend—Dave figures it should have come down close to Beale Air Force Base about 15 miles northeast of Marysville. It hasn't been recovered yet, but Dave plans a more intricate launching this summer.

According to his father, Dave has "a great gift of gab" and has talked the weather officer on a U.S. Navy aircraft carrier out of two balloons and some radio equipment. Krajcar, who helps with the driving, although he's not "up to the electronics," says the boys need a few more parts. Then they plan to send up the balloons, and track them and control them by radio.

Krajcar, meanwhile, is back on his own tracking mission—in stores. He's been "ordering supplies all my life," having joined Key System in 1946 after World War II service with the Army Signal Corps in the Pacific—in supply, naturally.

He describes his son as "just a normal student" who likes to fix things and thought of the balloon idea as a "brainstorm." Dave reports he and his friends, Joe Hiss and Tom McGuire, both of Oakland, "learned quite a bit," and it's also fun.

OUT OF THIS WORLD — John Krajcar, AC Transit supervisor of stores, gets a look at equipment collected by his son, David, 15, for second balloon probing into the atmosphere.

ACTIONS OF THE BOARD

At the regular meeting June 10, 1964, the Board of Directors:

• Recommended highway program of the Alameda County Highway Advisory Committee for inclusion in the 1965-1966 fiscal State highway budget, on motion of Vice President Coburn.

Death Comes to Workers Of Transportation's Past

Death has come to several transportation veterans with service records dating back to the beginning years of train and ferry boat service.

Homer B. Murdock, 84, superintendent of tracks and roadways when he retired from the Key System in 1944, died on April 10 after lengthy hospitalization. He had entered service in 1918.

John A. Mulvihill, 71, who went to work in 1915 as a street car operator, died on April 30. Mr. Mulvihill, who worked as a ticket collector and guard at the San Francisco terminal before his retirement in 1955, made his home at Forestville in Sonoma County.

Albert Zucca, 66, started to work at the Richmond division in 1920 when it was a car barn. He worked as a repairman and pitman at the Oakland yard, returning to Richmond as a service employee in maintenance before he was pensioned Feb. 1, 1963. He lived at 1029 Stannage Ave., Albany; died April 16.

Frank Vanella, 89, whose service predates detailed records, died April 12 in Santa Ana. He entered service in 1913 and was pensioned in 1935.

Another veteran, Soran P. Gammelgard, 89, who went to work in 1920 as a street car operator, died April 14. He also worked as a ticket collector at the terminal in San Francisco before his retirement in 1945. Mr. Gammelgard lived at the Salem Lutheran Home, 2361 East 29th St., Oakland.

Death came on April 9 to Dallas Burke, Sr., 74, brakeman on the Key trains and a flagman during his period of service, from 1926 until 1958. He lived at 1619 St. Charles Street, Alameda.

Joseph C. Long, of 566 48th St., Oakland, a veteran street car operator, died on May 14. He worked from early in 1907 until 1946.

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Vol. 7 No. 3 OAKLAND, JULY 1964

Board Holds Line on Taxes in Planning Continued Growth, More Equipment

AC Transit began a new fiscal year this month with expectations of continuing its improvement program without a further increase in property taxes.

In adopting a $15,433,100 "break-even" budget for the next 12 months, the district closely estimated its costs and revenue, as well as probable conditions to be faced.

The budget provides for acquisition of 30 new buses and wage increases of almost 4 percent, scheduled for union and non-union employees in December and January.

The budget also takes into account efforts to develop coordinated transportation with the Bay Area Rapid Transit District and potential effect of such coordination upon the structure of AC Transit and public transportation in the district.

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Projects Programed

In presenting operating estimates to the board of directors, K. F. Hensel, general manager, pointed out that "any long range commitments we make this year in terms of manpower, equipment or levels of service must be such as will fit into these future operations on a coordinated basis."

With no change in the present tax rate of 12.5 cents per $100 of assessed valuation, he predicted the district would be able to make further service improvements in keeping with population changes and growth.

Replacement of at least 30 older buses with new units will increase the district fleet of new buses to 370.

The budget is an increase of $361,600 over projection for the fiscal year just ended, with most of the boost allocated to negotiated wage hikes and equipment renewal. The payroll for the district represents nearly 63 percent of the budget.

Expenses Cut

In making detailed operation projections, John F. Larson, treasurer-controller, said he took into account the general manager's extensive program to curtail expenses, including achievement of levels of maintenance which reflect good practice while reducing costs.

Despite growing costs — in line with the district's own continued growth — total expenses for the past year were 1.42 per cent under previous estimations as a result of this program, Larson added. He estimated expenses for the new fiscal year would increase only 2.5 percent over the past operating experience.

The projection, based on studies of the district's past and current experience, expects passenger revenue to increase about 1 per cent. Tax levy is calculated at $2,253,500.

Major expenses for the coming year include, in addition to wages, bond principal and interest, $1,188,220; equipment renewal, $990,000; and taxes and bridge tolls, $948,900.

Metromedia Takes Over Bus Advertising

Advertising on AC Transit buses was taken over this month by Metro Transit Advertising division of Metromedia, Inc., which has expanded its activities in the transit advertising field through acquisition of Fielder, Sorensen & Davis, Inc.

Purchase of Fielder, Sorensen & Davis, wel-known Bay area transit advertising firm, was announced jointly by John W. Kluge, president and chairman of Metromedia, and E. B. Sorensen, president of the local company.

Fielder, Sorensen & Davis, founded in 1940, had franchises for advertising inside and outside transit vehicles in Oakland, San Jose, Sacramento and San Francisco, including AC Transit's motor coaches and San Francisco's famed cable cars.

The acquisition represents the second major step in Metromedia's expansion into the field. Last year, the firm was awarded the transit advertising franchise for the system operated by Los Angeles Metropolitan Transit Authority.

A coast-to-coast diversified communications company prominent in a number of media fields, Metromedia has led extensive research into effectiveness of transit advertising which is expected to lead to increased use of the medium and raise standards of transit advertising.

Sorensen will join the Metro Transit Advertising division as vice president of sales development.

'Park and Ride' Center Offers Free Facilities To San Leandro Riders

A new "park and ride" center is expected to be in operation on East 14th St. at Euclid Ave. in San Leandro next month, providing commuters and other transit patrons from southern Alameda County with free parking facilities.

The center, located near the San Leandro City Hall, will accommodate a minimum of 150 automobiles. It will open following pavement striping and completion of landscaping.

The lot has been leased from an adjoining theater at a cost of $100 a month and follows extensive efforts to install a parking facility near the downtown area where patrons can park their cars and use the bus service to adjoining cities and San Francisco.

A similar "park and ride" center has proved beneficial in attracting new riders in Berkeley.

New Operators Added To District Work Rolls

Bus drivers made up the crew of new employees who joined the district in June. They included:

Emeryville Division

J. A. Davis, 287 Monte Vista Ave., Oakland; W. L. Schrunk, 1333 Broadway, Alameda; A. L. Case, 27836 Ormond Ave., Hayward; C. W. Day, Jr., 2009 Central Ave., Alameda.

Richmond Division

M. J. Dube, 4556 Appian Way, El Sobrante; R. H. Bent, 7847 MacArthur Blvd., Oakland; E. F. Shepherd, 1212 Coalinga Ave., Richmond; Billy Parsons, 1525 Dover Ave., San Pablo.

Seminary Division

R. F. Bainter, 6203 Foothill Blvd., Oakland; J. L. Phipps, 540 Paradise Blvd., Hayward; J. C. Anderson, 27443 Berenda Way, Hayward; E. L. G. Manibusan, 27669 Coronado Way, Hayward; J. S. Rice, 9830 B St., Hayward; G. D. Winward, 655 Sycamore Ave., Hayward; D. A. Nix, 2250 96th Ave., Apt. 106, Oakland.

Rinehart to Head Appeal

Ray H. Rinehart, director at large for AC Transit, will serve as general chairman of the 1964-65 campaign activities for United Cerebral Palsy in Alameda County. Rinehart, well known for his interest in community affairs, will supervise the residential appeal for January.

District operations leveled off in May, presenting virtually the same financial picture as that shown for the same month in 1963. Passenger revenue totaled $1,070,481, an increase of $10,835 or 1 percent over last year's revenue for May.

Number of passengers carried on East Bay and transbay lines came to 4,538,537, as compared to the 4,554,596 carried the previous May, a decrease of .35 percent. Commute book sales also showed a slight decrease of .5 percent, with 166,823 sold for the month, as against 167,607 sold in May, a year ago.

The transit industry nationally showed a passenger decrease of over 4 percent.

The district's total May income of $1,295,135 was sufficient to cover operating expenses of $1,105,111, which were up 1 per cent over the same period in 1963. Income also was sufficient to cover equipment renewal and bond debt requirements. Total miles of passenger operation were down .41 percent, with a tally of 1,935,287 as compared to 1,943,319 miles operated for the same month last year.

Transit Union Gets Shorter, Streamlined Name

"The streamlining," under which Alameda Contra Costa Transit District is generally called "AC Transit" so people can say the name without missing a bus, extended this month to the Carmen's Union, Division 192.

The Amalgamated Association of Street Electric Railway and Motor Coach Employees of America has changed its name simply to the Amalgamated Transit Union, according to notice sent to the district by the International.

NEW "LINE" — Drivers Mrs. Margaret Miller, left, and Mrs. Helen Pitts tell waiting passengers about advantages of AC Transit's Shop-a-Round Pass, as "meet-the-people" ambassadors.

Women Drivers 'Tell All' About Bargain Pass

Two of the district's women bus drivers had a new "line" in downtown Oakland this month, telling about advantages of the special "Shop-a-Round" pass.

Mrs. Margaret L. Miller and Mrs. Helen L. Pitts, veteran operators from Emeryville Division, were taken off their regular "Broadway beat" to serve as "meet-the-people" ambassadors.

Dressed in special uniforms, with matching stewardess caps, the women passed out information about the pass, which makes use of existing service to offer unlimited transportation from 9 a.m. to 3 p.m. Mondays through Saturdays, in the central district bounded by Grand Ave., Lake Merritt, Fallon St., Jack London Square and Grove St.

In talking with riders; with persons waiting at bus stops; with passersby on the streets and with shoppers in main department stores, the "ambassadors" explained that the pass could be purchased from any bus driver in the downtown section for 25 cents cash or 20 cents token and was good for six hours of riding and for the return trip home, up to 3 p.m.

Their reward, after talking to hundreds of residents, was in discovering a number of them turning up a day or so later on the buses — passes firmly in hand and pleased with the bargain.

In the first three months after the pass was inaugurated, 22,485 passes were sold.

Our 'Stockholders' Write...

AC Transit is proud to reprint below a few of the many letters of commendation received during the month — letters unsolicited from residents of the East Bay who are owners of the transit system. Letters were selected at random to represent the quality of courtesy, service and safety demonstrated by AC personnel in their most important relationship with our customers.

I would like to highly commend one of your bus drivers (W. C. GODFREY) . . . there was a bad accident at the intersection of 30th and Telegraph Sts. . . . the bus arrived shortly after the accident but before the ambulance or the police . . . our driver calmly and with intelligence stopped the bus and put flares in front and in back of the scene . . . collected the man's belongings and put them in the man's hat, directed people not to move the man who had been hit . . . saw to it that the man was covered with blankets and directed traffic around the man . . . until the ambulance came. This was all done in a matter of minutes, coolly, calmly and efficiently.

Mrs. Ruth Berensten
Oakland

* * *

You put a halo on many a day for me — when you introduced the "Shoppers' Pass" to Oakland . . . I want to thank you for the privilege of being able to go from store to store, and also having a ride home on the one fare . . . I only wish you could hear my mother and others BOASTING of how many times they use the pass: It seems to be a game with them . . .

Mrs. Edna M. Pague
Oakland

* * *

While in the bay area for several weeks I had occasion to ride AC buses fairly often . . . specifically the number 18 - Park Blvd. bus. I've been in a good many cities, but I have never run across such courteous, friendly and genuinely helpful drivers as I met on that line. They went out of their way to aid me more than once. I don't know what you do to find such drivers, but I wish you would let other cities in on your secret. Thank you . . . and thank them.

Mrs. William Eldredge

* * *

This letter is being written for a group of girls who work at Cal-Farm Insurance Co. We just want you to know how much we appreciate one of your drivers (E. E. MUNSON). We get off at 4:30 sharp . . . he knows we hurry as fast as we can . . . he practically "counts noses" before taking off. This courtesy means a great deal to us . . . after working all day, to have someone show us some considerations sends us home with a smile inside as well as outside.

Aladene Brittain
Oakland

* * *

. . . It gives me great pleasure to tell you of a wonderful bus operator (FRANK MARTIN) . . . we moved to Castro Valley from 36 years of San Francisco and believe me, this bus driver beats them all . . .

Mrs. A. Rocks
Castro Valley

* * *

. . . I went over to Alameda on the bus to see friends of ours and the driver of the bus (C. H. THOMPSON) was so kind and pleasant to me that I wanted to write in and say how much I appreciated it, as I am going on 78 years old.

Mrs. May Bankhead
Oakland

It Helps If This Machine Goes on 'Tear'

A new machine which takes the "tear" out of paper work handled by AC Transit's data processing department was installed this month, adding an additional time-saving service to one of the district's most important departments.

The new imprinter-detacher, or "burster" machine, separates different forms — including payroll checks, takes out carbon paper and signs checks — at about four times the speed the work can be handled manually.

The tedious separating job, previously handled manually, will release time equal to that of two workers for much needed other duties.

John F. Larson, treasurer-controller, explained net time saving in the issuing of checks alone will amount to at least two-thirds of the time now required.

Before, checks were signed on a 20-year-old addressograph machine and then were separated and the margins removed by workers. The machine now does the same job at the rate of 300 checks per minute.

Although the paychecks have special interest from the workers' point of view, the machine also handles vast numbers of other forms, including statements for all departments and the many statistical and accounting records which are a key to all district operations.

It's from this department that comes the statements, ready to analyze, that detail exactly what's happening in every phase of transit operations.

Headed by John T. Stockman, a veteran of 29 years of service, the department has been able to keep up with the district growth and increased work load without additional staff, through use of such machinery as key punches, sorters, tabulators, a calculator, gang punches, interpreter, collator and now, the imprinter detacher — all of which represent the latest type of data processing equipment prior to a computer system.

CHECKS OUT — John T. Stockman, left, data processing supervisor, and John F. Larson, treasurer-controller, inspect new machine and a speedy job on payroll checks. Miss Mary Zimmerman, senior tabulator operator, illustrates efficiency of new imprinter-detacher which separates forms, takes out carbon paper and signs checks.

LET'S GO — "Peter Pan," who helps blow away cares at Children's Fairyland, invites the adventurous to go exploring by bus in new issue of "Sunshine Trails." The free booklet suggests fun tours which can be made easily by AC Transit service.

'Sunshine Trails' Inspires Drivers and Passengers Into New Look at East Bay

Bus drivers were among residents and tourists taking a different look at the east side of San Francisco bay this month — inspired by a new issue of "Sunshine Trails."

Although not all operators were taking on Peter Pan accomplishments, admittedly they were finding out things they hadn't known previously about attractions "close to home."

First introduced as a tour booklet three years ago, the free pamphlet took a different form this year, with 40 pages devoted to illustrated excursions which may be made easily by bus.

The printed "trips of discovery" are available through Transit Information and also may be picked up at the fourth floor information office in the Latham Square Building, 16th and Telegraph, Oakland. Copies of the booklet were sent to chambers of commerce in different cities and to other sources, ranging from homes for elderly citizens to the U. C. campus.

Typical of the result has been the reply from Raymond Reeves, executive vice president of the Richmond Chamber of Commerce, who wrote "even people who have lived their entire lives in the area find new and interesting information about points of interest they frequently were not aware of . . ."

Equally enthused were operators, who were discovering that there's more to see than their usual bus stops — and who were taking a busman's holiday to do some adventuring on their own.

ACTIONS OF THE BOARD

At an adjourned regular meeting June 24, 1964, the Board of Directors:

• Reaffirmed policy regarding participation in costs of off-route bus operation to service school needs, on motion of Vice President Coburn.

• Approved operating estimate for fiscal year commencing July 1, on motion of Director Rinehart.

° ° °

At the regular meeting July 8, 1964, the Board of Directors:

• Authorized installation of "Park and Ride" facility at East 14th St. and Euclid Ave., San Leandro, on motion of Vice President Coburn.

• Authorized General Manager to investigate use of articulated buses, on motion of Vice President Coburn.

• Directed General Manager to prepare and submit preliminary application for particular demonstration grants to Federal Housing and Home Finance Agency, on motion of Director Rinehart.

• Offered full assistance and cooperation to City of Pinole in examination of community's transportation problems, on motion of Director Berk.

• Authorized staff attendance at future meetings of Highway Patrol Advisory Committee regarding discussions on Highway Patrol jurisdiction over safety of transit operations, on motion of Vice President Coburn.

Transit Times

Published monthly by the
ALAMEDA-CONTRA COSTA TRANSIT DISTRICT
Latham Square Building • 508 Sixteenth Street
Oakland, California 94612 • Telephone 654-7878

BOARD OF DIRECTORS

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WILLIAM H. COBURN, JR. . . Vice President
Ward I
RAY H. RINEHART . . . Director at Large
WILLIAM E. BERK . . . . . Ward II
JOHN McDONNELL . . . . . Ward III
WM. J. BETTENCOURT . . . . . Ward IV
E. GUY WARREN . . . . . Ward V

ADMINISTRATIVE OFFICERS

KENNETH F. HENSEL . . . General Manager
ROBERT E. NISBET . . . . . Attorney
JOHN F. LARSON . . Treasurer-Controller
GEORGE M. TAYLOR . . . . . Secretary
ALAN L. BINGHAM . Public Information Manager

District Advertising Campaign Wins Top Honors

A certificate of special merit was awarded AC Transit this month for its over-all advertising efforts, in competition with advertising campaigns in the western United States.

The district campaign was chosen in the 1964 Creation Competition of the Advertising Association of the West.

Selection was made on approach to the problem, excellence of execution and results. During the fiscal year covered, AC Transit business increased 2.6 per cent, in contrast to a general decline in transit riding noted nationally.

Harvey Scott Advertising, Oakland, is the agency for the district.

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For the Good of Your Community

Vol. 7 No. 4 OAKLAND, AUGUST, 1964

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Special Award Planned to Recognize Outstanding Service by AC Personnel

A unique employee recognition program was being contemplated this month to honor workers in all departments for distinguished service benefitting the district.

The program follows a study of similar recognition methods practiced by other transit properties. Its goal includes acknowledgement, not only within the district, but before the public, of the unlimited contributions made by workers to the service performed by AC Transit.

Different from usual "driver of the month" awards, however, the plan will include all employees—although operators admittedly will be in the most favorable position to receive public recommendations.

Plans call for a distinguished service award to be made each month, with consideration given to the nominee's all-around performance record for the past 12 months.

Features of the employee's past performance record will include the worker's record of courtesy, personal appearance, safety record, cooperative attitude toward fellow employees and whether or not he is on time reporting for assignments. In the case of an operator, judges will check on whether he maintains a good schedule without "running sharp," waits for transferring passengers, and assists others in making transfer connections.

Consideration also will be given to significant improvement by the employee in the suggested categories.

Nominations for the award can be made through a letter from the public, by a fellow employee, or by an immediate superior.

(Continued on page 2)

Free 'Welcome Aboard' Bus Tickets to Introduce New Residents to Transit Lines

New residents will be introduced to AC Transit's network of bus transportation next month with the distribution of special free round-trip bus tickets.

The unusual "welcome aboard" gesture was approved by the board of directors as a means of acquainting newcomers with advantages of district service.

The plan will be inaugurated in Berkeley, Albany, El Cerrito and Kensington to take advantage of an offer from the California Hospitality Service, which waived usual distribution costs in an offer to present the bus tickets to new arrivals.

Discussions also are under way to distribute tickets in San Leandro through the cooperation of Newcomer Greeting Service.

The Berkeley service, which represents merchants in the area, already is distributing district route maps, a new tour booklet, "Sunshine Trails," and other bus traveling information to approximately 150 families each month.

If the gesture proves of value, the district hopes to expand the plan to other East Bay communities.

TOKEN OF ESTEEM—Mayor Jack Maltester, left, of San Leandro, officially opens new Park-n-Ride Center by accepting giant bus token from William J. Bettencourt, San Leandro representative on transit board of directors.

Park-n-Ride Center Opened in San Leandro

San Leandro's "first" citizen, Mayor Jack Maltester, officially opened the district's new Park-n-Ride Center at East 14th St. and Euclid Ave. this month by taking advantage of an invitation to "rest" his own automobile while traveling by bus.

As a "token of esteem," Maltester was presented with a two-foot round cardboard "bus token" by William J. Bettencourt, San Leandro's representative on the district's board of directors. In making the presentation, Bettencourt said the large token was good for a gesture, if not for a free ride, and was symbolic of the district's appreciation of San Leandro's cooperation with AC Transit.

The center offers motorists the advantage of driving from their own homes to the centrally located parking area, where they can leave their cars and make use of district service to adjoining cities and San Francisco. The lot accommodates up to 150 cars.

Recognition Plan Studied

(Continued from Page 1)

Nominations will be evaluated by supervisory personnel before presentation to a panel of independent judges who are not employees of the district.

The nature of the award and other details are now being worked out, along with a date for the start of the program.

New "Tailoring" to Improve Operations

Keeping pace with shifts in population and service usage, the district scheduled adjustments this month on four lines serving East Bay cities and San Francisco.

Changes involved operating frequency and line rerouting to provide faster service.

The "tailoring" of routes is in accord with the district's policy of making better use of equipment and providing for continued expansion in areas where it is needed.

Among improvements is extension of Line 79 (High Street) to a new terminal at Mountain Blvd. and Knoll Ave., which will provide service for residents above Tompkins Ave. in the Leona Heights area. The Alameda end of the line will be rerouted during midday hours to furnish direct service from East Oakland to Park St. business area.

Rerouting of certain transbay commute schedules on Line W in Alameda will step-up service between the South Shore and San Francisco, eliminating a large loop and cutting traveling time up to ten minutes. Another bus also will be added to morning and evening schedules.

Line 55 also will be rerouted to furnish more convenient service to San Leandro's central business district.

Changes in routing of Line 68 in El Cerrito will improve operating conditions by eliminating a winding street and steep grade.

Proposed revisions to Line 63 in Alameda were held in abeyance pending further studies into advisability of extend the line over Eighth St.

Specific adjustments include:

Line 79 (High St.) — Extension of terminal from Daisy St. and Tompkins Ave. to Mountain Blvd. and Knoll Ave. in Leona Heights. In Alameda, the line will be rerouted from High St. to Park St. business district during midday hours, 9 a.m. to 2 p.m. During other hours, buses will continue to operate from East Oakland to Bay Farm Island over present High St. route.

Line 55 (Davis-Dutton) — Reroute line through San Leandro central business district from Dutton Ave. via East 14th St. Juana Ave. and Clarke St. to Davis St. during midday and evening commute hours, Monday through Friday.

Line W (Encinal) — Reduce travel time 7 to 10 minutes by rerouting several transbay buses through South Shore area directly to San Francisco. Frequency of peak hour service also will be increased.

Line 68 (El Cerrito) — Reroute portion of line between Fairmount Ave. and Stockton St. via Ashbury Ave. to improve street operating conditions.

San Leandro to Have 'Shop-a-Round' Pass

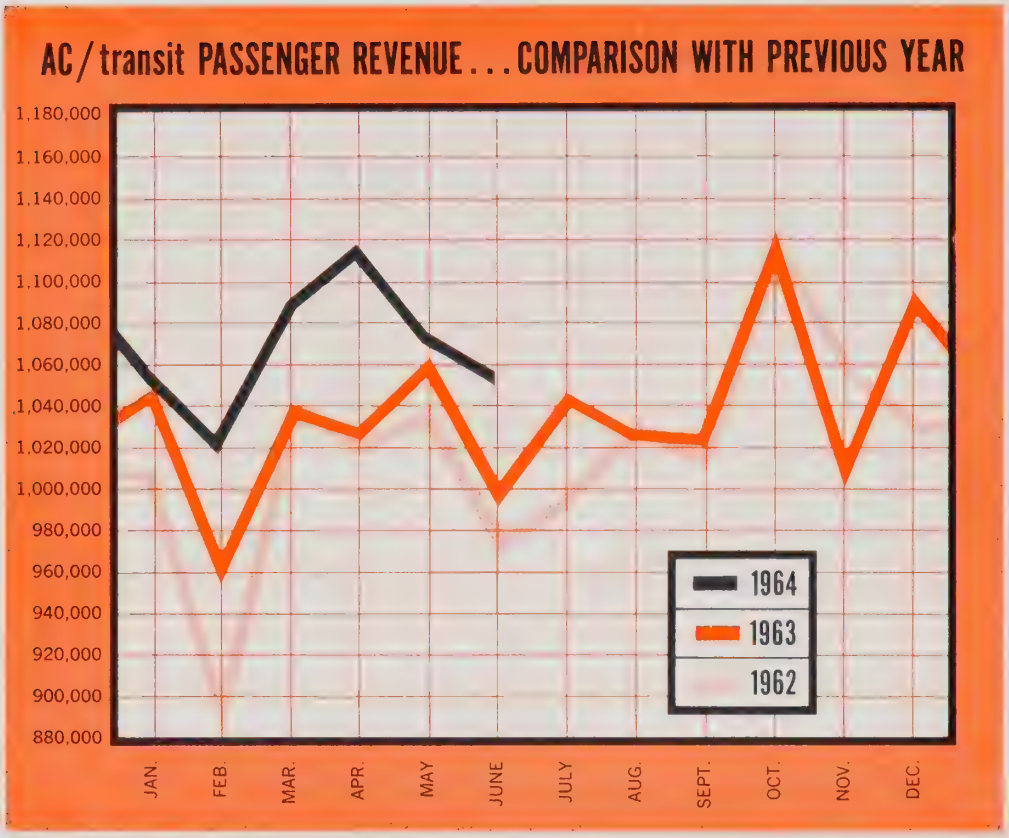
The "Shop-a-Round" pass, which has given downtown Oakland passengers bargain riding since March, will be expanded for a four-months experimental period to San Leandro.

Boundaries for use of the pass in San Leandro will include East 14th St. and Washington Ave., between Dutton Ave. and Blossom Way or Marina Blvd.

The new customer service also has been continued by directors as a passenger convenience to riders in the downtown Oakland area.

Of special interest to the transit industry nationally and to business centers generally, the pass has proven of favorable value, according to General Manager K. F. Hensel.

It makes use of existing service to provide unlimited free transportation on buses in the central business district, including the trip homeward, after payment of an initial fare.



Boosted by a vigorous growth in transbay travel, district operations took a favorable upswing during June, with increases noted in passenger revenue and in the number of riders carried.

Passenger revenue for the month totaled $1,053,848, an increase of $53,496 or 5.35 percent over June, 1963. The number of passengers carried on East Bay and transbay lines came to 4,293,838, up over 5 percent compared to a year ago.

Transbay riding alone showed an increase of over 9 percent, with 942,080 passengers, compared to 863,594 who rode in June a year ago. Commute book sales totaled $178,573 as compared to the $152,960 figure for the previous June, an increase of 16.7 percent.

The district's total income for June of $1,244,813 was sufficient to cover operating expenses of $1,054,171, which were up 5.81 percent over the same month in 1963. Income also was sufficient to cover equipment renewal and bond debt requirements. Total miles of passenger operation were up 3 percent, with a tally of 1,874,311 miles, as compared to 1,819,804 in June, 1963.

Safety, Training and Employment Offices Consolidated

The safety, training and employment offices have been consolidated into a unified department at the Seminary Division, Seminary Ave. and San Leandro Blvd., for better operational efficiency and to permit more thorough screening of prospective employees.

C. G. Wadsworth, safety engineer, has been assigned immediate supervision of the unified offices, under jurisdiction of H. M. Davis, executive assistant to the general manager.

Our 'Stockholders' Write...

AC Transit is proud to reprint below a few of the many letters of commendation received during the month – letters unsolicited from residents of the East Bay who are owners of the transit system. Letters were selected at random to represent the quality of courtesy, service and safety demonstrated by AC personnel in their most important relationship with our customers.

I am happy to report that your driver (G. P. MOORE) was very courteous and kind to a blind lady who seemingly had boarded the wrong bus . . . he helped this lady off the bus and called to gentleman on the corner and asked him to help her across the street, which he did (to get the right bus) . . . several of the passengers remarked about his kindness and I promised them I would write you . . .

Mrs. Ann Styvaert
Oakland

* * *

. . . I am trying to point out the excellent, efficient, well mannered job of one of your drivers . . . (W. M. SCOTT) . . . His conscientiousness is, I'm sure, noticed by all or at least a good majority of the daily passengers. He is constantly going out of his way to be helpful to his riders . . . not to mention his excellent driving habits. I, for one, certainly appreciate his attitude, especially with all the racial problems occurring of late . . .

Sue Adams
Oakland

* * *

. . . I would like you to know how very courteous, efficient and pleasant the bus driver (G. B. DAVIS, SR.) was on the 15 bus . . .

* * *

The members of the Pilgrim Rest Baptist Church would like to say thanks for sending us such a nice bus and a professional driver (S. G. ROBERTS) . . . for our trip to Seaside . . . he was really on the job, never talking while driving and always first off the bus to help us. He wore a very pleasing expression while driving, we can say he is one of the best. The bus was clean and comfortable and on time for leaving. The baggage accommodation was nice for your coats, hats and other things while riding . . .

Rev. P. E. Pierce, pastor
Oakland

* * *

During a recent visit to San Francisco, I took one of your buses from the Transbay Terminal to Berkeley . . . I had only a vague idea of the location of my friend's house and therefore asked the driver (M. M. MCMILLAN) for directions. This was during the rush hour, but instead of the brief answer I expected, I received some very detailed and useful information delivered in a courteous, pleasant way. When I got off, he pointed out the corner where I could catch the connecting bus and the direction from which it would come . . . at one point, two small children carelessly began to cross the street . . . he stopped and waited for them to cross safely . . . I believe he reflects much credit to your organization.

Ralph B. Hirsch
Washington, D. C.

* * *

I had the misfortune to leave my handbag on a bus . . . I wish to commend your operator (LEONARD STRICKLAND) . . . he was most courteous and helpful in assisting me to recover my handbag quickly with a minimum of inconvenience . . . to me . . .

Marion B. Miller
Berkeley

WHO REMEMBERS?—Time appears to have hidden the reason for what must have been a startling event—the visit of a 20-mule team to the Arbor Villa home of Francis M. "Borax" Smith, who stands at right. The print, from an early glass plate, identifies the year at 1916. Smith, who made a fortune in Death Valley borax, built a fabulous network of East Bay transportation, but at the time of the photo, the empire was crumbling

Students Get Service to Skyline High

Students will continue to get special AC Transit bus service to Skyline High School when classes start next month—but it will cost them an extra five cents a day.

An agreement, worked out between the transit district and the school board, assured continuation of the service this month, with students paying the usual 10 cents to get to school in the morning, but 15 cents to ride home.

The extra nickle will be turned over to the school district to help defray the costs of the off-route mileage to the hill area high school.

By adding this estimated revenue of about $9000 a year, the school board believes it will be able to cut in half the subsidy paid to the district.

Earlier, school officials had decided to eliminate the $21,000 annual bus subsidy and instead had suggested the transit district expand its service to include Skyline High.

District directors, however, reaffirmed transit district policy that it could not provide special off-route service to any one school, at the expense of other taxpayers and passengers in the district.

Staff meetings between the two districts resulted in the proposal to collect the extra fare from the students to help meet the school bus expense.

Driver Rescues Family from Burning Car

One of the district's newer drivers proved his courage, training and quick thinking when he rescued a professor's wife and four young children from a burning car, put out the flames before the auto exploded and, his "job" done, jumped back on his bus and professionally continued on his run.

The efficient and well-appreciated action of O. G. Rios of 571 20th St., Richmond, might have gone unheralded if one of his passengers hadn't been William H. Coburn, Jr., vice president of the district's board of directors, who reported the incident to Rios' superior, N. P. Alevizos, superintendent of the Richmond division.

Rios, who went to work in April, was stopped in his Line 7 bus for a red light at University Ave. and Oxford St. in Berkeley when a small station wagon, driven by Mrs. R. A. Schooley, 1124-C 9th St., Albany, pulled along side of the bus with flames shooting from the rear of the car.

Well aware of the danger of an explosion, Rios jumped from the bus, helped Mrs. Schooley get Laurie, 7, Kathleen, 5, Marcia, 3, and John, 1, from the car. He grabbed his own fire extinguisher from the coach, opened the back of the Corvair and had the flames under control "before service station men on the corner even knew anything was wrong," according to Mrs. Schooley.

With everything under control and the fire department on the scene, Rios continued with his run, handling the rush hour accident so quickly he was able to keep to his schedule.

The fire department credited Rios with an efficient and outstanding job and said the fire was due to a broken fan belt which caused the motor to overheat and set fire to oil.

Mrs. Schooley's husband, who is studying for his Ph.D. at University of California, was on the campus at the time of the incident. Schooley is an instructor in anatomy and physiology at University of San Francisco.

VOLUNTEER FIREMAN—Operator O. G. Rios shows Mrs. R. A. Schooley how he doused flames after helping her get John, 1; Kathleen 5; Marcia, 3, and Laurie, 7, from their burning car.

ACTIONS OF THE BOARD

At an adjourned regular meeting July 22, 1964, the Board of Directors:

• Adjusted eligibility requirements for retirement and disability benefits for seven staff members employed by the District prior to take-over of Key System Transit Lines, on motion of Director Bettencourt.

• Extended for indefinite period Shop-a-Round Pass in downtown Oakland, on motion of Director Bettencourt.

• Authorized affiliation with El Cerrito Chamber of Commerce, on motion of Director Bettencourt.

* * *

At the regular meeting August 12, 1964, the Board of Directors:

• Adopted Project Development Committee's recommendations for service improvements to Lines 68, 55, 79 and transbay Line W, on motion of Director Coburn.

• Extended "Shop-a-Round" pass to San Leandro for a four-months experimental period, on motion of Director Bettencourt.

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BOARD OF DIRECTORS

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Director at Large
WILLIAM H. COBURN, JR. . . Vice President
Ward I
RAY H. RINEHART . . . Director at Large
WILLIAM E. BERK . . . . . Ward II
JOHN McDONNELL . . . . . Ward III
WM. J. BETTENCOURT . . . . . Ward IV
E. GUY WARREN . . . . . Ward V

ADMINISTRATIVE OFFICERS

KENNETH F. HENSEL . . . General Manager
ROBERT E. NISBET . . . . . Attorney
JOHN F. LARSON . . . Treasurer-Controller
GEORGE M. TAYLOR . . . . . Secretary
ALAN L. BINGHAM . Public Information Manager

• Adopted a resolution calling for election of three directors on November 3 and consolidating election with general state election on same date, on motion of Director Coburn.

• Fixed tax rate for the 1964-65 fiscal year at 12.5 cents per $100 of assessed valuation, on motion of Director McDonnell.

New Employees Join AC Transit Family

The following new employees joined AC Transit during July:

Emeryville Division

PBX - Information: Lorencita Lopez, 1948 17th St., San Pablo.

Bus Operators: Henry Vilart, 2321 Telegraph Ave., Oakland; E. F. Karasiewicz, 1940 Franciscan Way, Alameda; R. W. Rist, 2816 Piedmont Ave., Oakland; H. C. Krauel, Jr., 1913 Lafayette St., Alameda.

Richmond Division

Bus Operator: J. J. Powers, 943 Contra Costa Dr., Berkeley.

Seminary Division

Bus Operators: R. R. Wieber, 27821 Gainseville Ave., Hayward; R. J. Lun, Jr., 1823 85th Ave., Oakland; Sammie Carter, 1479 55th Ave., Oakland; H. S. Thompson, 2828 22nd Ave., Oakland.

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For the Good of Your Community
Vol. 7 No. 5
OAKLAND, SEPTEMBER, 1964

Girls, Music and Balloons Introduce 'Shop-a-Round' Pass to San Leandro

Downtown San Leandro shoppers were invited to stop walking and start riding "for free" this month as the district's "Shop-a-Round" pass was introduced to the city in a flurry of free balloons, pretty girls, a specially decorated bus and lively music.

The peppy introduction was planned by the San Leandro Chamber of Commerce, the Merchants Association and the district to let residents know they could enjoy unlimited downtown riding on AC Transit buses from 9 a.m. to 3 p.m. for the payment of one fare.

Boundaries of the pass in San Leandro include East 14th St., and Washington Ave., between Dutton Ave. and Blossom Way or Marina Blvd.

A bus, with pennents and large posters on each side announcing the pass, traveled through the area with the chamber's Sunshine Sweethearts and a group of accordionists. While the "band played," the girls got out at each bus stop along East 14th St. to hand out balloons, imprinted with the pass insignia. The bus also stopped at the Plaza, where a combo provided added tuneful background.

Two women drivers from Seminary division, Adele Barauskas and Neysa Harford, took part, serving as special ambassadors to hand out "smile" cards to residents, along with information about the pass and other district data.

The women, dressed in special uniforms, spent five days in the San Leandro central area, on their information "mission" and were rewarded with enthusias-

(Continued on Page 12)

FIESTA—Teaming up with Sunshine Sweethearts to introduce "Shop-a-Round" were San Leandro civic leaders, from left, Edmund Simonich, Mel Barnett and W. J. Bettencourt, transit director.

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OCT - 8 1964
UNIVERSITY OF CALIFORNIA

SCHOOL'S OUT—BUT NOT FOR DISTRICT—For students, it's the end of first classes at Skyline High in the Oakland hills. But for AC Transit, it's just the start of the complex job of school service.

Everybody's Back to School—Us, Too!

School bells sent a good part of the district staff "back to school" this month, along with students and teachers, to again work out the complex transportation problem of handling 40,000 to 50,000 youngsters each school day.

Established on the basis of past experience and some "guess work," the school operation takes about a month before the most efficient schedules can be determined for the 25 or so coaches needed daily to supplement regular service and provide special off-route school transportation.

The youngsters themselves present the big question mark, along with a variety of times for classes at different schools in different areas.

At the outset of the semester, the students generally start for school early, then they get later and later . . . and later. The district, meanwhile, must estimate how many buses will be needed, how many students will be riding, and at what times and what direction they'll be coming and going.

Biggest single haul is being made to Skyline High School, with a starting schedule of 22 trips to the hilltop school in the morning and 29 trips leaving in the afternoon.

School service accounts for some five per cent of the district's daily mileage, and is considered one of the district's most complicated operational problems.

Newcomers Throughout Area Learn of Service Through Free Tickets

Newcomers in nine of the communities served by AC Transit are finding out about their own transportation network with special free round-trip bus tickets, good for a "welcome aboard" ride over the entire system in the East Bay.

The plan, introduced in Berkeley, Albany, El Cerrito and Kensington, was extended this month to include San Leandro, Alameda, Richmond, El Sobrante and San Pablo.

The special tickets are distributed to new residents by different groups representing local merchants. In addition to the round-trip bus tickets, new arrivals will receive an ACTransit route map and the district's new tour booklet, "Sunshine Trails."

First Woman Operator Retires from District—But Not from Enjoying Life

After 20 years of just "loving my job," Mrs. Zatha John, 62, has become the first woman operator to retire from ACTransit. And how did she celebrate the occasion?

By missing the last bus, of course, on her first holiday!

As lively and enthused now as when she took a job as a conductor on the bridge trains for Key System in July, 1944, "Johnnie" can ring up other "firsts" as an original "lady pensioner." But missing the last bus in Santa Cruz—because she was waiting in the wrong place—she considers perhaps her funniest experience.

She had made the trip as a one-day junket, incidentally, for the feminine reason of buying a pair of Japanese lamps she had seen on a similar trip a week before.

After waiting 45 minutes at the Casino on the Boardwalk for the last bus home, "Johnnie" hotfooted it to the depot in time to watch the tail lights "round the bend."

Undaunted, she stayed overnight and returned to her Oakland home at 5461 Foothill Blvd. the next day—one of the advantages of retirement.

"But the first thing I really did was to buy myself a cuckoo clock. And you know, everytime that bird pops out, it darn near scares me to death!

"I also thought maybe one of the first things I would do is braid me a rug. I've been saving pieces of wool for years, so now maybe I'll start braiding."

Mrs. John plans to see California and the United States, but she admits she was never happier "than when I was behind that wheel."

"I never got tired of my job; I always liked it, and when I took a vacation, I always was glad to get back."

Although she spent 20 years crossing the bridge as a train conductor, then as a bus driver on Lines F, C, E and O, "Johnnie" never got tired of the run and found it "always different." And she's still happy that when she applied for a job in 1944, she was persuaded to start out as a conductor because she was tall enough —5 feet, 7—to reach the pull cord.

ANOTHER FIRST—Mrs. Zatha John, first woman operator to be pensioned by the district, bought the clock as her "first" purchase — later missed her "first bus."

She's happier, still, because she can go on "seeing something funny" about just everything and can laugh things off.

"I think without a sense of humor, you're just out of luck."

More Information

A note or phone call to the transit district—654-7878—will place your name on the mailing list for *Transit Times* if you are not already regularly receiving a copy of the monthly newsletter.

Full Speed Ahead for United Crusade

District workers, experienced in working with people and understanding their needs, are expected to send this year's United Crusade "over the top" with 100 per cent participation and a victory over a boosted quota.

The joint campaign staged by the district and Division 192 of the Carmen's Union was launched this month at a "Kick Off" dinner at the Athens Club, with representatives of the different departments getting together to plan an early start on the annual coordinated crusade.

Jack Chapman, United Crusade speaker and an executive with the Kaiser Foundation Medical Care program in Oakland, spoke on the record goal of the campaign in this "Year of Decision," stressing that it was much better to take care of children in need of help now than to wait until they become wards of society in later life.

The campaigners also saw a film of the Red Cross, one of the agencies which will benefit from the Crusade, on the job during the Alaska earthquake.

John F. Larson, treasurer controller, again heads the district effort. Also taking part in the "Kick Off" were K. F. Hensel, general manager; Vern Stambaugh, president of the Carmen's Union; Alan L. Bingham, public relations and advertising manager, and Lillian Texdahl of the United Crusade staff.

Representing the transportation department were: G. L. Modjeski, Dale Goodman, Joan Bonnetta, N. P. Alevizos, Cecil Hipsley, T. P. McLean, C. M. Walker. Maintenance was represented by A. R. Lucchesi, Joe Enos, Dave Rodrigues; Stores, by John Krajcar; the General Office, by W. G. Skilling, vice chairman. The union also was represented by Lou Bailey, vice president.

The district, which conducts its campaign on the basis of greater participation by employees, rather than on amounts pledged, will try to beat the 1963 tally of 88 per cent participation and 1962's total of over 91 per cent.

SOMEBODY PAYS—Jack Chapman, left, speaker at AC Transit's United Crusade Kick-Off dinner, gives information and pledge cards to campaign leaders, including, left to right, John F. Larson, chairman; Lou Bailey, representing the Carmen's Union; K. F. Hensel, general manager of the district, and Vern Stambaugh, union president.

Our 'Stockholders' Write...

AC Transit is proud to reprint below a few of the many letters of commendation received during the month – letters unsolicited from residents of the East Bay who are owners of the transit system. Letters were selected at random to represent the quality of courtesy, service and safety demonstrated by AC personnel in their most important relationship with our customers.

I have just concluded 10 months at University of California obtaining my masters degree and I commuted to the University from San Francisco on your buses almost every day in that period of time. I just wanted you to know how much I enjoyed the commuting, how courteous your employees are, and best of all, the excellent service that you offer . . .

Gilbert McNamee
San Francisco

* * *

I would like to tell you about one of your drivers (R. F. LEDWARD) of whom you can be proud . . . he is very accommodating and it really is a pleasure to ask him to call one's destination . . .

Mrs. Anna Schneider
San Francisco

* * *

This is to tell you of one of the most considerate public employees I have ever encountered in my daily travels, on bay and bus systems. I was on my way to Albany from San Francisco bus terminal . . . it was my first trip over at that (rush hour) time . . . finally the driver (J. W. ROSE) I wish to praise explained so very nice, in a way I will never forget, how to go where I wanted to go. Please, do give him the credit he so richly deserves . . .

Jeannette Neilson
San Francisco

As a customer and regular commuter on the "C" Piedmont line, I want to commend THOMAS MURRAY for his excellent and courteous service. It has been a pleasure to have him as our driver these past months . . . we always feel safe in his hands. It is always refreshing to be greeted with a cheery "good morning" in the early hours each day—it starts things out well.

Mrs. George Butt
Piedmont

* * *

It is a pleasure to report about two of your excellent drivers (M. E. TORREVILLAS and WALTER BERGMAN) . . . both of these operators are careful and courteous drivers. Both are always cheerful and ready to help all their passengers with courteous replies to inquiries about information.

Mrs. F. W. Williams
Alameda

* * *

I am 80 years old and traveled a million miles in my business career before retiring. I took a bus . . . driver (A. W. BARKER) . . was so outstanding . . . human knew nearly all on bus and one of the best drivers I have ever met . . .

Herb Goldsmith
San Francisco

* * *

. . . express my appreciation in behalf of bus drivers (D. C. GOLDEN and B. C. GURECKI) . . . I am still going for shoulder and back treatments . . . and have asked them to kindly come close to the curb . . . they are always very thoughtful and cooperative and never fail to do so . . .

Mrs. Lillian Walker
San Francisco

ON THE HOUSE—K. F. Hensel, general manager of AC Transit, shares a coffee and doughnuts treat with Mrs. Yukio Mizota at a party christening the district's newest passenger shelter. James Miraglia, San Leandro civic leader, acts as chef.

Toast to New San Leandro Bus Shelter

A surprise treat of "coffee and doughnuts on the house" was served to early morning bus commuters to officially christen the district's newest passenger shelter at Davis St. and Douglas Dr. in San Leandro.

The snack was served at the modernistic shelter during the peak morning hours to approximately 100 commuters, who use the transfer point to board the Line 30 express to Oakland or the transbay Line R to San Francisco.

William J. Bettencourt, San Leandro's representative on the transit board of directors, K. F. Hensel, general manager, and D. J. Potter, transportation manager, were on hand to add their welcome—and enjoy the treat. James Miraglia of San Leandro donned a chef's hat and apron to handle the serving honors from a specially set table.

The only sad looks came from passengers already on the buses. They could only watch in envy as the coaches rolled up to the street shelter, took aboard munching passengers and rolled out again.

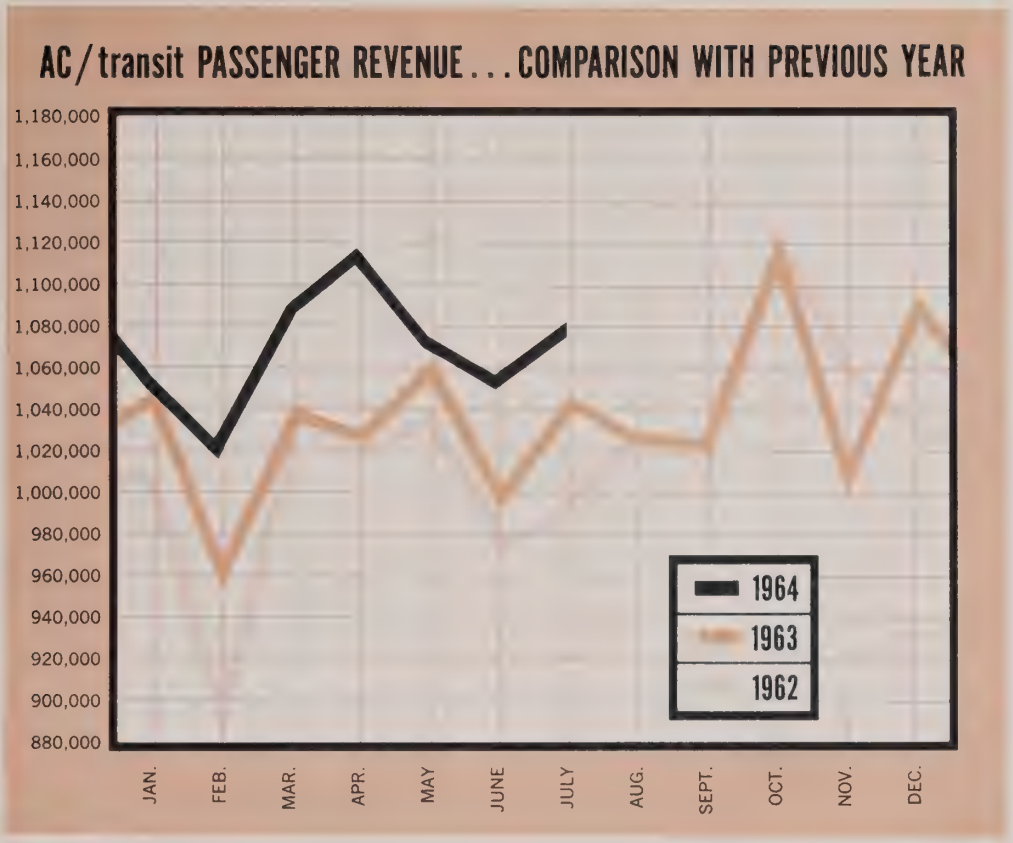
The 18-foot-long shelter replaces an earlier "pilot model" and offers weather protection almost to the curb. It was erected in line with district plans for similar shelters at other transfer points.

Veterans Take Pension

William M. Castlebary, bus driver, supervisor and union official, will be leaving a long record of service when he retires Oct. 1.

Castlebary, who lives at 1044-B 45th St., Emeryville, started as a bus driver in 1941 and has worked since as an operator, in the schedule department, as a supervisor and, during a leave of absence from 1951 to 1963, as financial secretary of the Carmen's Union, Division 192. Since March, 1963, he has been in the employment office.

Pensioned Sept. 1 was William H. Dobbs, Jr., 1465 168th Ave., San Leandro, who started as a rail operator in 1943 and transferred to motor coach service in 1948. He also served as assistant dispatcher in 1951-52.



Transbay operations continued to show a healthy increase during July, with boosts in revenue and in the number of passengers carried. East Bay operations maintained a virtual level status, with a slight increase tallied.

Combined services resulted in passenger revenue of $1,075,610, an increase of $29,288 or 2.8 percent over the $1.046,322 collected in July, 1963. Revenue for transbay service totaled $441,014, a boost of 6.37 percent over the same month a year ago. Of the total, East Bay revenue reached $634,596, an increase of .45 percent, as compared to July, 1963.

Number of passengers carried on East Bay and transbay lines came to 4,210,378, an increase of 2.34 percent over 4,114,076 carried during the same month a year ago. Transbay riders totaled 984,954, a boost of 5.8 percent.

July commute book sales also were up, totaling $176,890, as against $168,905 for the previous July, an increase of 4.7 percent. Passenger revenue for the transit industry nationally indicated a .13 increase for the month.

The district's total income was sufficient to cover operating expenses of $1,119,439, which were up 4.55 percent over the same month in 1963.

Seminary, Richmond Drivers Top Safety Goal

Both the Seminary and the Richmond divisions topped their safety goals in August, winning treats of coffee and doughnuts as a result of their records.

Seminary drivers tallied 13,876 miles per accident, while Richmond operators turned in 13,005 miles per accident.

Treats are set up by district when operators beat "safety bogey" of 12,450 miles per accident.

ACTIONS OF THE BOARD

At an adjourned regular meeting August 26, 1964, the Board of Directors:

• Endorsed 1964 United Bay Area Crusade fund raising campaign and urged district employees to participate to fullest extent possible, on motion of Director McDonnell.

• Authorized Vice President Coburn, Directors Berk and Rinehart, and General Manager Hensel to represent district at annual meeting of American Transit Association and also to inspect transit facilities in Toronto, on motion of Director McDonnell.

* * *

At the regular meeting September 9, 1964, the Board of Directors:

• Retained DeLeuw, Cather & Company of San Francisco as consulting engineers for a 12-month period at a fee not to exceed $4,800, on motion of Vice President Coburn.

• Adopted self-insurance program for workmen's compensation liability effective October 1, and voted to give further study regarding services of a compensation management firm and amount of excess coverage on compensation claims, on motion of Vice President Coburn.

Payment Made on Bonds

A third payment of principal and interest, totaling $924,943, has been made on district bonds, reducing the balance to $14,625,000, according to a report made to directors by John F. Larson, treasurer-controller. The original amount of the bond issue, which was approved by the voters at a special election in October, 1959, was $16,500,000.

Transit-Times

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ALAN L. BINGHAM . Public Information Manager

Fiesta Presents Pass

(Continued from Page 1)

tic welcomes from store owners and shoppers anxious to try the pass.

The pass has been available in downtown Oakland since last March.

To boost its success, leaflets explaining how the pass works were distributed by downtown San Leandro stores, posters were displayed in windows, and some stores were including the information in billings to customers.

Arthur Bullis, president of the San Leandro merchant group, also recommended that members include a notice in their regular newspaper advertising calling attention to the "Shop-a-Round."

Directing the "fiesta" for the chamber of commerce was Antone Pavack, chairman of the transit committee.

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AC TRANSIT transit-times

For the Good of Your Community

Vol. 7, No. 6

OAKLAND, OCTOBER 1964

District Ends Fiscal Year on Firm Basis, Maintains Growth

Despite increased costs, AC Transit ended the past fiscal year "in the black," continuing its program of providing better transportation – on a financially sound and efficient basis.

Virtually alone, among all the transit properties in the nation, the district again recorded an increase in passenger business while constantly changing and improving the system to meet the needs of its riders.

At the same time, operations were kept firmly within the budget. By holding expenditures safely below projected expenses, the district ended the 1963-64 fiscal year with an excess of operating revenue over operating expenses.

In the district's annual report, issued this month, the 1963-1964 fiscal year is recorded as a period of special significance, of change and challenge and new thinking.

Operational Costs

As service was improved, new equipment added and wages increased, overall expense of operating the transportation system grew beyond passenger revenue. But by trimming costs, and with skillful control of mileage, improved practices of maintenance and extremely high achievement of

(Continued on Page 10)

Maintenance Award Won for Third Year

AC Transit equipment maintenance received national recognition for the third year in a row this month when the district won the Fleet Owner Maintenance Efficiency Award for 1964.

The award, a mounted plaque, was accepted by A. R. "Tony" Lucchesi, assistant general superintendent of maintenance, at the annual National Fleet Owner Conference.

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In selecting winners for the 35th annual awards, judges considered the balance between low maintenance costs and reliable, trouble-free operation.

Factors included miles logged per vehicle failure, percentage of vehicles available at all times and cost of maintenance per mile of operation. Special attention was given to excellence of repair and maintenance shop facilities.

All truck and bus properties in the United States and Canada are eligible.

BEST IN WEST — Award for AC Transit's advertising campaign is presented to Robert M. Copeland, transit board president, by Thomas W. Herbert, representing Advertising Association of the West.

Rider Promotion Campaign Cited

AC Transit's advertising campaign during the past fiscal year has been judged one of the "Best in the West" in the annual craft competition of the Advertising Association of the West.

A certificate of special merit was presented to the district for "creative ingenuity and achievement of objectives in a complete campaign."

Present for the award presentation at a meeting of the Oakland Advertising Club were Robert M. Copeland, president of the AC Transit board of directors; William H. Coburn, Jr., vice president of the board; Director John L. McDonnell; General Manager K. F. Hensel; Alan L. Bingham, advertising manager for the district, and Harvey Scott of Harvey Scott Advertising, the district's advertising agency.

District Salutes United Nations Week With Own Roll of Nationalities

With well over 30 nationalities enjoined under the district's banner, AC Transit could well participate this month in a world-wide salute to the United Nations.

An informal check disclosed that the district is something of a United Nations on its own — at least as far as representation is concerned from major and older countries.

It also has an extra dividend — workers from countries and areas not included among the 112 member nations. And, another asset is the number of American Indians who are employed by the district at its various divisions.

Because nationalities are not considered or listed in connection with employment, an effort to determine "United Nations" heritage of employees was sketchy and incomplete.

A survey did disclose, however, that the district has workers from such member UN nations as Austria, Canada, China, Denmark, Finland, France, Greece, Hungary, Indonesia, Czechoslovakia, Mexico, Argentina, Ireland, Israel, Italy, Japan, the Netherlands, Norway, Philippines, Poland, Portugal, Sweden, Russia, the United Kingdom, Yugoslavia — and of course, the United States.

Added "dividends" included Germany, Switzerland, Puerto Rico, Guam, Hawaii, and Malta.

But there was "nobody here," for instance, from such UN nations as Burundi, Byelorussia, Cameroon, Chad, Dahomey, Gabon, Kuwait, Mali, Mauritania, Senegal and Togo.

Buses Help Blind Boy Find 'New Vision'

By Virginia Dennison

Of the many blind people who use AC Transit buses as their wheels, Harry Cordellos, 26, probably makes the longest trip – but it's hardly a "journey of darkness."

A friend of drivers on the transbay Hayward line and the local 91A route, Harry makes the round trip from his home at 827 47th Ave. in San Francisco, to the California State College at Hayward by choice.

He likes the school and he likes the ride.

Born blind, a victim of glaucoma, Harry underwent 14 operations and years of on and off again seeing until he became totally sightless in 1958 – and discovered "real vision."

Always afraid "of sports and to do anything," Harry found his feelings of being sorry for himself "went out the window" when he entered the Orientation Center for the Adult Blind in Oakland.

He also found he could relax while commuting by bus and it is this ability, along with the "open-minded and friendly attitude" at the new State college, which has led Cordellos to his daily long jaunt.

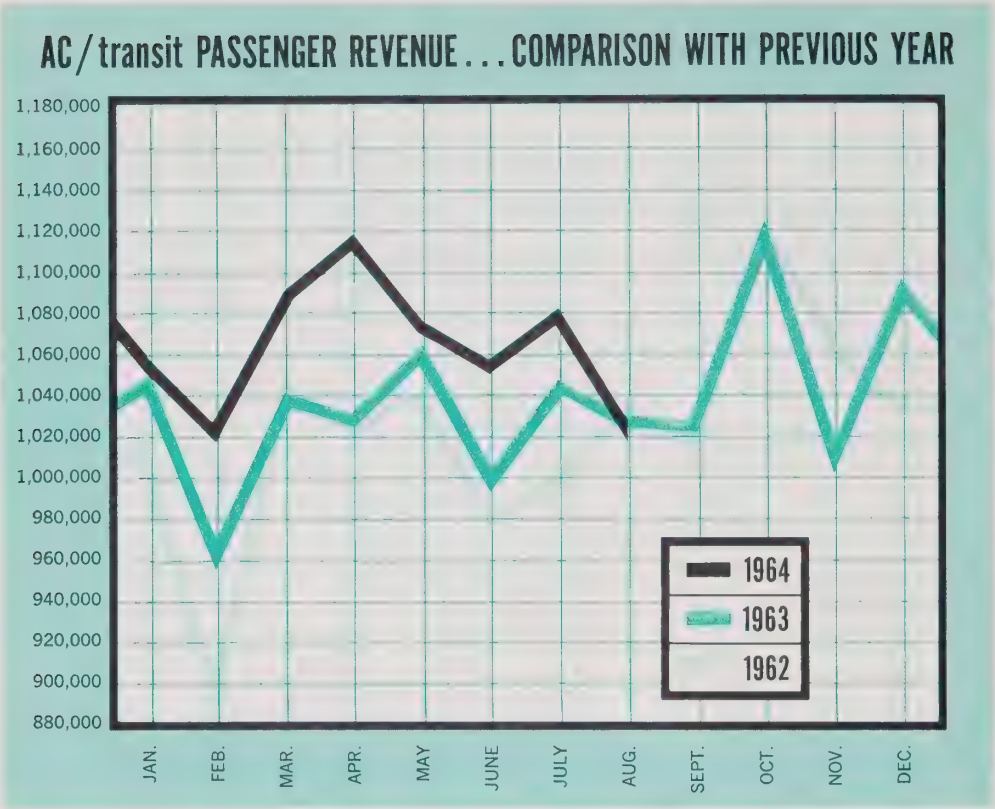
Harry usually rides with one of his special friends, Joe Ostle. But he also has made friends with a number of operators, including Shirley Gaylord, C. L. McAdams, Steve Stathis, Howard Wales and Sue Dodge.

With the aid of his cane – and a quick ear for sound – Cordellos not only gets himself to college with no problems, he's acquired additional skills – including proficiency at sports.

He plays golf; he water skis, bowls and swims, and is majoring in recreation and playground management, as part of plans for a teaching career. He's also a skilled photographer.

At his studies, Harry relies upon notes taken in Braille, his memory and books recorded on tape. His studies aren't easy for him, but he has – with blindness – found humor, confidence, pride, a goal – and bus-riding friends.

DRIVER AND FRIEND – Operator Joe Ostle is one of many drivers who have helped Harry Cordellos enjoy five-hour commute to Hayward College.



A general slackening of business activity during August – the public's most popular vacation period – was illustrated in the district's financial records as passenger revenue and the number of riders carried showed a decrease for the month. Fewer weekdays in the month also contributed to the loss of revenue.

Passenger revenue totaled $1,014,567, a decrease of 1.28 per cent below the $1,027,718 collected in August a year ago. Although transbay revenue continued its uptrend, with a total of $416,663, an increase of 1.19 per cent over the previous August, it was not enough to offset the decrease of 2.93 per cent in East Bay revenue.

Commute book sales continued to climb, with $168,216 in sales for August, 1964 as compared to $161,430 a year ago, a boost of 4.2 per cent. Passengers carried on East Bay and transbay lines totaled 3,877,311, a decrease of 2.46 per cent below the 3,974,997 recorded in August of 1963. Miles of scheduled service showed a 3.59 per cent decrease, with 1,836,932 miles operated, as compared to 1,905,376 miles operated the same month a year ago.

The district's total income of $1,240,600 was sufficient, however, to cover operational expenses of $1,054,869, which were up .58 per cent, and also to cover equipment renewal and bond debt requirements.

Seminary, Emeryville Drivers Collect on Treat

Seminary division operators again basked in a treat of coffee and doughnuts in September, by topping their safety goal with a record of 14,446 miles per accident – second month in a row to beat the "bogey" of 12,450 miles per accident.

Drivers at Emeryville also skimmed into free coffee and doughnuts by turning in 12,901 miles per accident.

AC Transit Driver Praised as 'Quite a Man'

A series of commendations were in order this month for Abel R. Vasconcellos, who has found that driving on Line 72 in Richmond has involved some harrowing experiences — and some grateful results.

Within one week, Vasconcellos fought off three youths trying to assault a young mother; stopped to assist another woman in trouble and then, on his own time, took over the delivery of diapers and baby food to help out one of his passengers. The operator, who lives at 2001-A Stanton Ave., San Pablo, went to work at the Richmond Division last December and still goes by the nickname of "Lucky," despite his unusual experiences.

A. R. Vasconcellos

He particularly was commended for his bravery on September 2 when he stopped his bus on Garrard Blvd. to go to the aid of a screaming woman. Stalled by a flat tire at 3:20 a.m. while driving to Los Angeles, the woman had remained in the family car with a child while her husband looked for a phone.

When Vasconcellos arrived, he found three youths had hit the child and were attempting to attack the mother.

When the teenagers jumped Vasconcellos, he knocked all three down and was holding them until the woman's hysterical efforts to hang on to him — and the frantic arrival of the husband — resulted in a tangling that let the youths escape.

In a letter of gratitude, the husband praised the operator's courage and added "he must be quite a man!"

Two mornings later, Vasconcellos stopped again to aid a woman who ran into the street, crying she was being chased. After trying unsuccessfully to locate a policeman, Vasconcellos drove her to a well-lighted corner and then proceeded to 23rd and Macdonald Ave. to notify police.

During the same week, another mother, Mrs. W. O. Anderson of 212 Castro St., Point Richmond, wrote her thanks for Vasconcello's help in getting her baby's diaper bag to her baby sitter.

Mrs. Anderson boarded the bus with the bag by mistake, while on her way to work. While she was trying to decide what to do, Vasconcellos offered to take the bag and when he got off duty at 9:15 a.m., personally deliver it to the baby sitter.

Carrying through with his promise, he had the baby food and diapers at the baby sitter's home a few minutes after he finished his shift.

"I cannot yet believe a person would go so far out of their way like this," Mrs. Anderson wrote. "At time like this, you realize that there are still some pretty wonderful people left in this world."

Retirements Scheduled

Retirements are scheduled November 1 for three veteran employees, including James B. Oates, 2350 109th Ave., Oakland, who started as a street car operator in 1923 and has been driving buses since 1929. Oates is retiring from Seminary division.

Also leaving the same division will be Richard Gapa, 3611 Quigley St., Oakland, mechanic Class A. He entered service as a painter in 1936.

Ben T. Toro, 2040 Coolidge Ave., Oakland, mechanic Class A, will take his pension from Emeryville division. He went to work as a trackman in 1941 and has been a mechanic since 1943.

Salute to 'Grandpappy'

It Never Got Where It Was Headed, But it Gave Start to Today's Transit

When AC Transit celebrated its fourth birthday in operation this month, it might have tooted a salute to "grandpappy," the cinder-splashing, bumpety little railroad which 70 years ago started a family tree for today's East Bay and transbay transportation.

The wood-burning, narrow-gauge California and Nevada Railroad never fulfilled its grandiose plans of rolling from 40th St. and San Pablo Ave., via San Pablo valley and Orinda to the San Joaquin Valley, "through" the Sierra Nevada range, on to Nevada and and an eventual meeting with the Denver and Rio Grande railroad.

But it did leave a heritage in the memories of families who used the line to ride to and from Orinda.

Though it never made it past the picnic grounds at Bryant Station — the creekside willow grove near Orinda Crossroads — it became the first transit acquisition of F. M. "Borax" Smith, furnishing the all-important right-of-way to Emeryville waterfront, so he could build the trestle and pier which gave him the fastest and most direct train-ferry service of the era, the legendary "Key Route."

In the bargain, the California and Nevada also gave the Santa Fe its trackage rights from Oakland to Richmond.

The rollicking railroad was started in 1884, when Capt. John "Denver" Smith got together with J. S. Emery, founder of Emeryville and principal owner of the San Pablo Ave. horse car line, in plans as expansive as the times.

They planned to lay track out San Pablo Ave., up "Cat Creek" much in the manner of today's San Pablo Dam Road through Orinda and a "dream city" of "Glorietta," on around the base of Mt. Diablo to Modesto, up the San Joaquin River and so on, to Bodie

Like other builders, they had problems from the beginning. It rained. Rails sagged. Trestles washed out. But by 1891, the railroad reached Bryant Station — and that's as far as it got.

From the family of the railroad's conductor, the late Elmer W. Barnes, comes a photographic record, though, of the line's brief history.

THE FAMILY TREE — California and Nevada Railroad terminal at 40th St. and San Pablo Ave., in 1894, the year it became the important "ancestor" of today's transit network by furnishing F. M. "Borax" Smith with right-of-way to Emeryville waterfront.

FIREBALL EXPRESS — Train of the short-lived California and Nevada Railroad in San Pablo Canyon in 1891, the year it finally reached Bryant Station — the Orinda of today — and end of line.

Barnes, uncle of Fred E. Clarrage of 729 Stannage Ave., Albany, senior investigator for AC Transit's claims department, went to work on the railroad in 1892, remaining until 1894 or '95, after it was acquired by "Borax" Smith.

Although he left railroading to become an engraver, Barnes recalled his work as "fun," when you never knew what the train might do — from rolling off the tracks to setting fire to hayfields or the hats of women passengers.

He is survived by five children, including Mrs. August Brandes of Albany, Mrs. Louis Wood of Vallejo, Mrs. Elmer Mayne of San Jose, Howard, of Ontario, Calif., and Elmer Barnes of Sacramento. But only Clarrage carried on the transit tradition.

Smith, planning a vast empire on the springboard of transportation, supposedly had plans of extending the California and Nevada into the San Joaquin Valley when he bought the line in 1894.

But two years after he got the right-of-way from 40th and San Pablo to the waterfront, the line went into receivership, rolling eventually into the fold of the Santa Fe.

From the tiny engine house and small wharf used by the railroad on the bay front, Smith began the fill and the trestle which, in October, 1903, put the Key Route into business — the start of an area-wide, coordinated train, street car and bus network which evolved into today's transit system.

DEBONAIR — Elmer W. Barnes, popular conductor as he looked in 1895, near end of railroad career.

REPAINTED 'GHOST' — Fred Stindt of Pacific Coast chapter, Railway and Locomotive Historical Society, and Harlan Soeten, curator of the San Francisco Maritime Museum, admire new paint job on Key System train — vintage 1937.

Restored 'A' Train Rolls Again — Briefly

A bright and shining "A" train, sparkling in a new coat of "Key System" orange and silver, made a last run over Oakland streets this month before going into storage until it can be displayed at the State's transportation museum in San Francisco.

Restoration of the train, well remembered by thousands of commuters, was a project of the Pacific Coast chapter, Railway and Locomotive Historical Society.

The project also marked extensive cooperation on the part of AC Transit workers, who volunteered their help in putting the well-used unit 187 back in good-looking condition.

The car was acquired by the historical group when the trains made their last trips over the Bay Bridge in 1958, rolling to oblivion in the face of more versatile bus operation.

After it was repainted, it was moved by a Western Pacific engine over part of the route it once traveled — but at 2 o'clock in the morning, when its ghostly passage went unnoticed.

It will remain at the old Division One terminal building until the museum has been completed.

New Employees Join AC Transit

New employees who joined the district in September, include:

Emeryville Division

PBX — Information: Beverly Maloney, 6720 Moore Dr., Oakland, part-time clerk.

Bus Operators: R. F. Royse, 2000 E. 30th St., Oakland; Alcides Gabriel, Jr., 665 39th St., Oakland; G. G. Phillips, 2317 San Pablo Ave., Apt. 7, Oakland; R. A. Townsley, 605 Foothill Blvd., Oakland; J. D. Ellis, 5701 Merriewood Dr., Oakland; W. W. Isaacs, 3872 San Pablo Ave., Emeryville; G. C. Sherwood, 1426 3rd Ave., Apt. 4, Oakland; R. C. Ruffin, Sr., 1925 13th Ave., Apt. 310, Oakland; Albert Milligan, 1344 Innes Ave., San Francisco; R. A. Peters, 26083 Eastman Ct., Hayward; J. M. Boysen, 7878 MacArthur Blvd., Oakland; A. P. Sharum, 138 Carlson Blvd., Richmond, and Nicholas Gross, 2535 E. 29th St., Oakland.

Richmond Division

Auto Maintenance: Charles Hinton, 574 Wasatch Dr., Fremont, service employee.

Bus Operators: D. L. Yacovetti, 624 Port St., Crockett; W. L. Tyler, Jr., 1936 Powell St., Apt 3, San Pablo; Clayton McGowan, 2031 Mason St., San Pablo, and H. H. Senst, 926 Ramona Ave., Albany.

Seminary Division

Auto Maintenance: Walter Hubbell, 18435 Watters Dr., Castro Valley, service employee.

Bus Operators: J. A. LaBrensz, 24587 Margaret Dr., Hayward, and M. L. White, 25816 Franklin Ave., Hayward.

Our 'Stockholders' Write...

AC Transit is proud to reprint below a few of the many letters of commendation received during the month—letters unsolicited from residents of the East Bay who are owners of the transit system. Letters were selected at random to represent the quality of courtesy, service and safety demonstrated by AC personnel in their most important relationship with our customers.

The driver on the 78 bus (M. J. DUBE) deserves two pats on his back. First, on the way to Macdonald Ave., he was helpful and very courteous to an elderly lady . . . On the trip from Macdonald, it was thoughtfulness and courtesy to a young, very pregnant lady. Having worked with the public most of my life, I appreciated this young man's courtesy . . .

Marie Lee Kelly
San Pablo

☆ ☆ ☆

I would like to advise you of the consideration and quick thinking of L. M. TAYLOR . . . returning from the airport after a weekend in Los Angeles, I managed my suitcase and books, but left my purse on the coach... A supervisor picked up my purse from the driver, who told him he had retrieved it from a passenger, who was leaving the bus with it. The supervisor then delivered the purse to me, another service for which I am most grateful . . .

Virginia Kerber
Berkeley

☆ ☆ ☆

Just a note to bring to your attention the appreciation of the courtesy shown to passengers on the 64 line by driver R. H. CARPENTER . . . It is a pleasure after a hard days' work to know that when you arrive at a transfer point he will wait that split second, so you won't have to wait . . . for the next bus.

Mrs. L. Prentice
Alameda

There is a driver on the 33 express (C. B. MILLER) that I have been riding with for some time . . . he is a most courteous and careful person — always the same . . . regardless of annoying incidents. Several other people have expressed the same to me . . . so I am taking this opportunity to express my feelings, and others for a very excellent driver.

Mrs. Charles W. Davis
Berkeley

☆ ☆ ☆

I would like to convey my thanks to one of your kind and considerate drivers (J. C. COLN) . . My almost 8-year-old caught his bus to go to a day camp . . . he couldn't find the bus money in his pockets. Your very nice driver let him ride anyway and gave him a dime with which to come home! You have no idea how much confidence this gave our son, who is new to bus riding.

Mrs. M. H. Monheimer
Berkeley

☆ ☆ ☆

. . . For the past eight months . . . I have observed your driver (J. L. Finch) . . . to be as courteous and considerate of his passengers as he is a careful driver . . . all passengers receive equal treatment . . . I have used your service on other lines and find your schedules convenient and recommend AC at all times to the many transients we move through our office.

Alan Ziegler
Oakland Army Terminal

Annual Report Details Costs, Progr

(Continued from Page 1)

traffic and passenger safety, expenses were held down to provide a healthy balance with revenues.

The year ended with passenger and charter revenue totaling $13,072,444, an increase of 3.5 per cent over the $12,625,979 collected the previous year.

Operational expenses were $12,900,288, an increase of $530,751, or 4.3 per cent for the year.

"But by attentive management in the fiscal year, expenses were held to 1.7 per cent below original estimates,"

A copy of the 1963-64 annual report may be obtained at the general offices, Latham Square Building, Room 415, Oakland, or through the mail by telephoning Oakland 654-7878. This year's report features the City of Berkeley on the cover.

according to Robert M. Copeland, president of the board of directors.

During the past year, the district carried 52,721,215 passengers, a growth of nearly two per cent. Nationwide, transit patronage reflected an average two per cent decline.

Transbay travel continued to grow, with 10,243,263 riders carried, a boost of 2.94 per cent. Commute book sales, which have shown a steady increase, were up 3.9 per cent over the previous year.

Express lines also continued to draw increased patronage, with express service accounting for $553,505 of the $7,796,162 in revenue tallied on East Bay lines. Sunday and holiday pass sales added $41,266.

In his review of the year, General Manager K. F. Hensel stressed that the practical knowledge of running a conscientious, efficient transportation system has given the district a solid foundation and intensified its conviction of looking ahead to new ideas and further developments to meet the most idealistic concepts of public transportation at realistic costs.

Making the best use of the flexibility of motor coach operations, the district has proceeded with a carefully studied plan of reducing non-productive miles and adding more productive service, "tailoring" operations to reduce unnecessary costs, while providing numerous extensions, better routings, new lines and more frequent and faster transportation, including additional express service, Hensel reported.

Among major accomplishments of the past year, he listed:

• Inauguration of new limited-stop commute service for benefit of East Bay and transbay passengers extended express service, on both East Bay and transbay lines; increased service for commuters and for local passengers, through line extensions, frequency

Montclair Added to Free Ride Welcome

Montclair has been added to areas of the East Bay where new residents receive free round-trip bus tickets as a "welcome aboard" introduction to AC Transit's network of service.

The special tickets are good for transportation over the system anywhere in the East Bay and are given to newcomers along with a district route map, timetables and a tour booklet, "Sunshine Trails." In Montclair, the distribution is handled by the Welcome Wagon, which represents merchants in the local business area.

The plan already has been inaugurated in Berkeley, Albany, El Cerrito, Kensington, Richmond, San Leandro, Alameda, San Pablo and El Sobrante.

ess, Improvement Plans of District

changes, rerouting and in some cases, by consolidations of existing routes to provide a better pattern of operation.

• Along with additional express service, the district inaugurated two new lines, to provide service to California State College in Hayward and between University Village in Albany and the Berkeley campus of University of California. The U.S. Coast Guard Station on Government Island also received its first public bus service through extension of schedules on Line A.

• Increased use of freeways and conversion of decks on the San Francisco-Oakland Bay Bridge to one-way traffic combined to give commuters the fastest transbay service in history.

• Total local mileage increased from 15,577,203 to 15,725,037, a boost of .95 per cent. Transbay mileage increased from 6,901,584 to 7,186,401, a growth of 4.13 per cent. In all, the district operated 22,911,438 miles of scheduled service during the year.

• Another 30 new motor coaches in operation, bringing the total of new buses in service to 310 – approximately half of the district's total fleet of 639 coaches.

• A "Shop-a-Round" pass, which offers greater service frequency than the usual "shopper's shuttle" – at virtually no cost to the district – introduced in downtown Oakland with promising results as a customer service.

• Plans finalized for distribution of free round-trip bus tickets to new residents, as a means of acquainting them with the system's network.

• Sales of Sunday and holiday excursion passes continued to grow, passing the 100,000 mark in March.

• Development continued on erection of passenger shelters at main transfer points, with dedication set for structure at Davis St. and Douglas Dr. in San Leandro.

• "Driver of the Year" chosen after operators competed in a unique "Bus-o-rama" contest, based on simulated driving problems encountered in regular work.

• A special citation of the American Transit Association received for the greatest achievement in safety improvement of any transit operation serving an urban population of 1,000,000 or more persons. Traffic accident frequency reduced 9.2 per cent in 1963; passenger accident frequency reduced 18.8 per cent; number of miles operated per accident increased 14.2 per cent.

• The district's excellent equipment maintenance performance again resulted in special recognition – the Fleet Owner Maintenance Efficiency Award for 1963.

'Park-N-Ride' Center in Berkeley Closed to Make Way for Arterial

The district's popular "Park-n-Ride" Center in Berkeley was closed this month, to make way for the widening of Henry St. into a four-lane thoroughfare.

The highly-successful parking lot was located at Henry and Berryman Streets, on property which reverted to the City of Berkeley after it was abandoned by a former rail operation.

Widening and landscaping of Henry and Sutter Sts. is the last link in developing a major four-lane arterial between downtown Berkeley, the Thousand Oaks district and Albany.

AC Transit had been using the location since May, 1962, for a 57-car parking facility for convenience of North Berkeley residents who drove to the center, parked their automoblies for free, then took the bus to downtown Berkeley, Oakland or San Francisco.

ACTIONS OF THE BOARD

At an adjourned regular meeting Sept. 29, 1964, the Board of Directors:

- Authorized A. R. Lucchesi, assistant general superintendent of maintenance, to accept Maintenance Achievement Award in Chicago, on motion of Director Bettencourt.

- Approved minor route changes on Line 83B (98th Ave.), on motion of Vice President Coburn.

- Extended authorized boundaries of Shop-a-Round Pass in downtown Oakland, on motion of Director McDonnell.

- Sanctioned payment to transit advertising and promotional project jointly sponsored by American Transit Association and Transit Advertising Association, on motion of Director Bettencourt.

transit-times

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Director at Large
WILLIAM H. COBURN, JR. . . . . Vice President
Ward I
RAY H. RINEHART . . . . . Director at Large
WILLIAM E. BERK . . . . . Ward II
JOHN McDONNELL . . . . . Ward III
WM. J. BETTENCOURT . . . . . Ward IV
E. GUY WARREN . . . . . Ward V

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ROBERT E. NISBET . . . . . Attorney
JOHN F. LARSON . . . . . Treasurer-Controller
GEORGE M. TAYLOR . . . . . Secretary
ALAN L. BINGHAM . . . . Public Information Manager

At the regular meeting Oct. 14, 1964, the Board of Directors:

- Authorized night and Saturday service on Line 92 (Calaroga Ave.) on motion of Director Bettencourt.

New Night, Saturday Service in Hayward

Night and Saturday bus service for the southwest section of Hayward was inaugurated on an experimental basis this month through extension to transit already provided by Line 92.

Service which has been operating 6 a. m. to 7 p. m. on weekdays, was extended to approximately 9:20 p. m. at night and from 8:45 a. m. to 9:20 p.m. on Saturdays.

The improvement was scheduled to coincide with opening of additional stores at the new Southland Shopping Center, which already is served by Line 92 (Calaroga Ave.). When completed, the center is expected to be the largest west of Chicago.

The extension also gives night and Saturday service to and from down town Hayward, the Southgate Shopping area, St. Rose Hospital, Kaiser Hospital, Palma Ceia Village, Palma Ceia Plaza and adjacent residential areas.

An additional bus was added to the line, leaving B and Main Sts. in Hayward at 8:45 a.m., as a convenience to the hundreds of employees working at Southland. Additional stops are being made in the center by Line 92.

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For the Good of Your Community

Vol. 7, No. 7 OAKLAND, NOVEMBER 1964

INSTITUTE OF GOVERNMENTAL STUDIES
MAY 8 1970
UNIVERSITY OF CALIFORNIA

William E. Berk

William Coburn, Jr.

Ray H. Rinehart

Large Majority Vote Returns Three Transit Directors to District Office

Voters in Alameda and Contra Costa Counties returned three incumbent members of the transit board of directors to office this month by decisive majorities.

William E. Berk, Richmond business executive and civic leader, was re-elected as director of Ward II, defeating William F. McClure, Jr., a right-of-way agent for the California State Division of Highways.

Berk, retaining the seat he won four years ago, represents Albany, El Cerrito, Kensington, Richmond, San Pablo and adjacent unincorporated areas, including El Sobrante.

William H. Coburn, Jr., vice president of the board and a director since 1958, defeated his opponent, J. Howard Arnold, consulting engineer and one-time board member.

Coburn, a Berkeley attorney, has been active in the transit program during the district's planning stages and during its subsequent operation. He represents Ward I, including Berkeley, Emeryville and West Oakland.

Elected as Director at Large was Ray H. Rinehart, certified public accountant. He was appointed by the board in 1963 to fill out the unexpired term of Robert K. Barber, who resigned to accept a municipal judgeship.

Rinehart, who lives in Piedmont, was chosen from 15 candidates at the time because of his experience in financial matters and his contributions to community service. On the ballot he faced Hector Reyna, a political organizer.

A partner in the Timmons and Berk, Inc., plumbing contracting business for 25 years, Berk is a member of the Richmond Chamber of Commerce and Richmond Development Agency, as

(Continued on Page 5)

Birthday on a Bus for Young Commuter

Already a veteran commuter at the age of one, Michael Michener, of 756 Sycamore Ave., Hayward, is the first passenger to have his birthday celebrated by AC Transit — on a bus.

Born with deformed feet, the tiny youngster has been riding on the same Line R Schedule with Operator Joe Ostle almost every week for over 10 months, making visits to Shriners' Hospital for Crippled Children in San Francisco.

When Ostle discovered his youngest commuter was to have his first birthday, he decided to give him a present of some playing blocks — and the district joined in with a gift of its own.

Although Mike may not remember he learned to "ride" before he could walk, he'll have a specially-made, one-of-its-kind model of a Transit Liner to remind him of his favorite ride.

Emeryville Painters

Obtained through a New York manufacturer, the model was painted in district colors by volunteer workers in the Emeryville shops, complete to AC Transit emblems on the sides.

What's more, it really rolls — a fact that Mike recognized as quickly as he recognized the toy was a copy of the real thing.

Ostle always saves the front seat for Mike, who makes his frequent trips with his great grandmother, Mrs. Etta Henderson, 73. His mother, Mrs. Theresa Michener, and his grandmother, Mrs. Thomas Jones, commute by an earlier bus to work in San Francisco. But on "hospital days," they meet Mike and Mrs. Henderson at the Transbay Transit Terminal with a car to take the wiggling, full-of-bounce boy to his doctor's appointment.

Four Generations

Also sharing the Hayward house are two other great grandparents, Mr. and Mrs. Evan Jones; his grandfather, Thomas Jones, and Theresa's brother, Tom Jones, Jr., giving Mike four generations of admiring "family."

The happy and friendly youngster is almost ready to emerge from the casts which have encased his legs to the hips since he was seven weeks old. Next month he is expected to get shoes and braces . . . and a look at feet and toes.

With his birthday party over, it was the deadline, though, for Mike to lose his curls and get a "real boy" haircut — if he can be kept still long enough for a barber to do the job.

OWN BUS — Michael Michener, who has been commuting for 10 months between his Hayward home and a San Francisco hospital, receives his own toy bus during a special birthday party arranged by Operator Joe Ostle. Mike, 1, rides almost weekly with his great grandmother, Mrs. Etta Henderson.

When it Rains --it Rains Umbrellas

It's that time of the year again when Mrs. Martha Nielsen, lost property clerk, becomes a busy almanac – able to tell what the weather has been by the number of umbrellas left on district buses.

There's no mystery as to why it happens.

All women know that umbrellas, no matter what style, are awkward things to handle – especially if they're clammy, cold and wet.

If they have a handle with a crook, you try, of course, to hook them over the back of the seat in front of you. Or if not, you stick them alongside – consider your many problems, suddenly notice it's your stop – and the result is another lost umbrella.

During rainy weather, they trickle in at the rate of about 40 a day. The storms this month brought in over 250 umbrellas in two weeks – jamming all available containers in the lost property office in downtown Oakland at the Latham Square headquarters, 16th and Telegraph.

If the umbrellas are unclaimed after 30 days, the operators who turned them in can put in a claim. The rest are given to a charitable organization.

Martha can report, this year, a trend toward bright colors, including polka dots. And greater use, by women, of men's umbrellas – easier to handle, it seems, and harder to lose!

WARM WELCOME — What could be better on a rainy morning than hot coffee and fresh doughnuts — served with compliments of AC Transit to christen their newest passenger shelter in San Leandro. Sharing the snack were William J. Bettencourt, left, San Leandro's representative on AC Transit board of directors, and Robert Brooks, president of the Washington Manor Home Owners' Association.

Riders Christen Newest Bus Shelter

Commuters' favorite "pick-me-up," coffee and doughnuts, was a welcome rainy morning treat when the district officially christened its newest passenger shelter in Washington Manor.

The complimentary snack proved especially welcome, as did the shelter, in the face of the first rainy bout of the season.

Joining the riders in the now traditional toast to another passenger convenience was Robert Brooks, president of the Washington Manor Home Owners' Association; William J. Bettencourt, San Leandro's representative on the AC Transit board of directors.

James Miraglia of San Leandro, in chef's hat and apron, moved his table under one corner of the shelter to serve the treat to some 75 passengers between 6:45 a.m. and 8:15.

The passengers — who thought coffee and doughnuts would be a fine daily habit — use the transfer point at Fargo and Washington Avenues to board transbay Line S, intercity Express Line 32 and local Lines 81 and 81A.

Death Comes to Veterans

Frank P. Murphy, 65, veteran bus driver pensioned last December, died on Oct. 24. Mr. Murphy, who lived at 431-38th Ave., Oakland, entered service as an operator in 1935.

Gilbert C. Varey, 85, former rail operator, died on Sept. 13. He entered service in 1906 and retired in 1945. His home was in Modesto.

United Crusade Brings United Response; AC Transit Campaign Rolls Over the Top

For the first time since the district went into operation in 1960, AC Transit went over the top in its United Crusade campaign this month, pledging more than its quota of $14,000.

With still two weeks to go on the drive, workers had turned in cash and pledges totaling $14,492, or 102.8 per cent of the quota, according to John F. Larson, treasurer-controller of the district and group chairman of the annual campaign.

Employees also set a new record with a per capita pledge averaging $11.82. In 1961, pledges averaged $7.83. In 1962, they moved to $9.74, and in 1963, were $9.33.

The outstanding results obtained in this year's drive were credited by Larson to hard work on the part of an increased number of district campaigners — and to the attitude of employees, who as men and women working with the public, have a keen understanding of the problems of the public.

Department chairmen included J. D. Goodman, G. L. Modjeski, Joan Bonnetta, A. R. Lucchesi, J. A. Krajcar at the Emeryville Division; N. P. Alevizos and D. C. Rodrigues, Richmond Division; T. P. McLean, C. J. Hipsley and J. W. Enos, Seminary Division; C. M. Walker, Bay Bridge Terminal; W. G. Skilling, General Offices; and Vern Stambaugh and L. V. Bailey, Division 192, Carmen's Union.

Directors Re-Elected To AC Transit Board

(Continued from Page 1)

well as a number of other business and civic community groups.

Coburn, who has law offices in the American Trust Building, Berkeley, is past president of the Berkeley-Albany Bar Association and the Berkeley Exchange Club and active in the Berkeley Chamber of Commerce. He has been a board member since 1958.

A one-time truck driver who started his accounting studies while serving in the Merchant Marine during World War II, Rinehart is prominent in Certified Public Accountant groups and community organizations.

Complete unofficial returns were as follows:

Ward II

William E. Berk 36,478
William F. McClure, Jr. . . . 13,800

Ward I

William H. Coburn, Jr. 38,898
J. Howard Arnold 14,514

Director at Large

Ray H. Rinehart 234,424
Hector Reyna 78,342

Special Shuttle Carries Mormon Temple Visitors

Special bus service operated by the district to the new Mormon Temple gave 19,315 passengers the equivalent of an "air lift" to the structure on Lincoln Ave. near Mountain Blvd., during the four weeks it was open to public view.

Line 15A provided half-hour service to the temple from downtown Oakland, with a night shuttle operating from MacArthur Blvd. and Coolidge Ave.

The buses, which provided direct transit to the temple entrance and avoided traffic and parking congestion, were well used, with 1,505 carried on Saturday, Oct. 17 — the shuttle's busiest day. Biggest weekday operation was Oct. 21, when 1,128 riders used the special service.

Transbay Transit Terminal

Through These Portals Pass 900,000 Riders Each Month

Hustle, bustle, rush and roll —

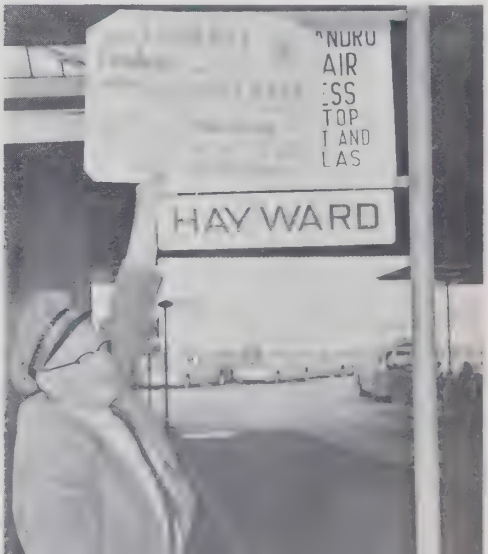
Add a flurry of problems, coffee and doughnuts on the run, the scurry for tickets or information — and you have the district's busiest operation, the Transbay Transit Terminal in San Francisco.

District buses carry some 900,000 riders to and from the terminal each month — most of them commuters hurrying to work or hurrying home. And all have a common objective: the right bus, in the right place, at the right time.

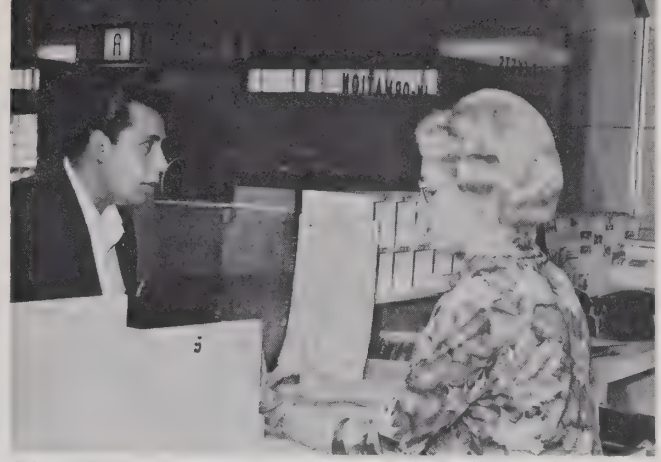
Seeing that they get the right bus is the job of C. M. "Johnny" Walker, transportation superintendent for AC Transit at the San Francisco terminal.

With 39 years in transportation, Walker has moved trains, street cars and buses and seen millions of people come and go. And he still hasn't lost his happy disposition, ready smile and his enthusiasm for his work.

The disposition he figures he comes by naturally. As to the work — he still puts in a 12-hour day by choice, and it's a lot easier than the 16 hour, double shift of World War II days, when he worked at night on the bridge, taking down the wire to string a new line for the shipyard railway to Richmond.



ON THE JOB — C.M. Walker, transportation superintendent at San Francisco terminal, tells riders where to board bus. Supervisor L. E. Smith, right, handles another task — the daily unmasking of loading zone signs.



SCRAMBLE—Commute coaches, on the roll, head for lane positions under watchful eyes of C. M. "Johnny" Walker, who checks line-up. Ticket clerk Mae Kissinger, right, handles passenger questions.

With seven girls in the terminal ticket office, working eight-hour shifts around the clock, and the help of supervisors, Walker sees that the public gets tickets and commute books, all information services, and refunds on unused transit. He handles complaints and the many problems of a public building — frequently with the help of the nearby State police.

He sees that 50 passenger loading zone signs are uncovered for the great commuter rush — and covered again when it's over. And like the conductor of a symphony, he takes his place on the loading platform each afternoon to be sure some 245 buses, which roll in and out between 4 and 6 p.m., move into the right place, load promptly and move right out again — one every 30 seconds.

THE RUSH — Drivers pick up schedule and route data for peak hour trips.

It's a job for veterans and veterans work at it. The girls in the ticket office are former bus operators, except for one — and she was hired in 1944.

Walker dates his experience to 1925, when he went to work on the street cars. He also worked on the trains — and still remembers the fun of a good toot on the air whistle. He was trainmaster at the Oakland pier — a busy place in an era of exciting, more personal commuter service.

In 1942, as assistant superintendent of Key Division, Walker handled the Richmond Shipyard railway — a job he recalls as hard, tough, but perhaps the best of all.

"It was a big job and a good job — I had a real good bunch of workers."

In 1947, Walker became superintendent of Division 1 (trains) and Division 5 (street cars). It wasn't until 1959, after the last street car had been replaced by buses and the last train rolled across the bridge, that Walker took his first vacation in 13 years.

He's been taking his holidays since, enjoying hunting and fishing and a bit of traveling before he gets back to his favorite "hobby" of work.

Advertisers Probe Riding Habits

How many people in metropolitan areas make use of transit? Do they use transit for shopping or for work? How many cars do they own? What's their income bracket, their educational background, the size of their family?

In a first-of-its kind report, commissioned jointly by the Transit Advertising Association and the American Transit Association, a three-month study has disclosed that out of an adult population of 51,090,000 in 22 metropolitan areas — including the East Bay and San Francisco — 20,000,000 adults or 39 per cent, ride transit in an average month.

Some 11,498,000 women or 43.8 per cent of the metropolitan adult population use transit each month. Men riders account for 34 per cent of the total, or 8,444,000.

The figures are included in a detailed study, "The Transit Millions," made by Sindlinger & Company as a guide to the advantages of transit advertising.

The research disclosed that transit riders ride often — 25 times in one month. Average ride is 23 minutes.

Transit riders also are shopping conscious. Virtually half of the 20,000,000 metropolitan monthly riders reported they use transit to go shopping. Among women riders, the proportion was nearly 56 per cent. Among men, 40 per cent used transit for employment; nearly 35 per cent for shopping.

Advertising recall was impressive, with virtually half recalling inside advertising; 75 per cent of whom named specific advertisers.

The survey also disclosed that more than 45 per cent of professional jobholders use transit; 61 per cent of transit riders are from households with three or more members; 31 per cent are in income brackets of $10,000 a year or more.

Welcome Extended to New Employees

New faces among AC Transit employees who went into service in October, include:

General Offices

Treasury: Donn Des Boine, 5505 Adeline St., Oakland.

Emeryville Division

Maintenance: Billy Reynolds, 540 28th St., Oakland and Mike V. Tuitasi, 2755-74th Ave., Oakland, service employees.

Bus Operators: D. C. Linden, 1322 Washington Ave., San Leandro; H. C. Johnson, 13750 E. 14th St., San Leandro; H. R. Smith, 2011-10th Ave., Oakland; N. F. Wong, 5561 Marshall St., Oakland; K. W. Hearth, 3301 Telegraph Ave., Oakland; F. L. Stigman, 1629 Shafter Ave., San Francisco; H. F. Voege, 1816 Stuart St., Berkeley; A. E. Paris, 2118 Spaulding Ave., Berkeley; D. D. Lippincott, 553 Wallace St., Vallejo; D. H. Puline, 1553 Oak View Dr., Kensington; C. D. Anthony, 1414 Richardson St., Stevenson, Calif.; D. E. Munson, 1404 Costa Ave., Richmond, and R. L. Holmes, 218-6th St., Richmond.

Richmond Division

Auto Maintenance: Anthony Perry, Jr., 2136 Foothill Blvd., Oakland, and Isaiah Page, 138 East 12th St., Oakland, service employees.

Bus Operators: A. J. Vallalovos, 1755 San Pablo Ave., Pinole; R. D. Arnold, 65 Castle Dr., San Pablo, and W. E. Huff, 154 Lake Ave., Rodeo.

Seminary Division

Bus Operators: W. K. Miller, Jr., 26717 Newport St., Hayward; L. Caracciolo, 6029 Tourraine Dr., Newark, and M. F. Sylvia, Jr., 554 Perkins Dr., Hayward.

Bus Driver Finds Teenagers Wonderful

Because he wanted to "give the kids a pat on the back," bus driver J. O. Perdue took "pen in hand" this month to write about the students who ride with him on AC Transit's San Jose Ave. line.

As a result, he made the front page of *The Alameda Times Star* and the editorial page of *The Oakland Tribune* with his conviction:

"There's nothing wrong with the kids today."

Perdue, of 2437-67th Ave., has been driving since 1945 and has had a lot of school runs. He thinks a lot of bad things are said about teenagers today, but few nice things.

"So I though it was about time somebody wrote about the many fine students who ride my bus. They do a lot of yaking and have fun, which they should," Perdue wrote.

"But there is no swearing, no smoking, no screaming and no vulgar talking. In other words, they are just ladies and gentlemen . . .

"They are always ready to give up a seat to an older person or someone that is infirm. These students must live in fine homes where discipline is practiced. There just isn't a rowdy in the bunch and much credit is due to all of them."

Perdue, who carries students on Line 64 to St. Joseph and Notre Dame Schools and to Encinal High School in Alameda, added he thought the kids deserved a "good cheer from the public" . . .

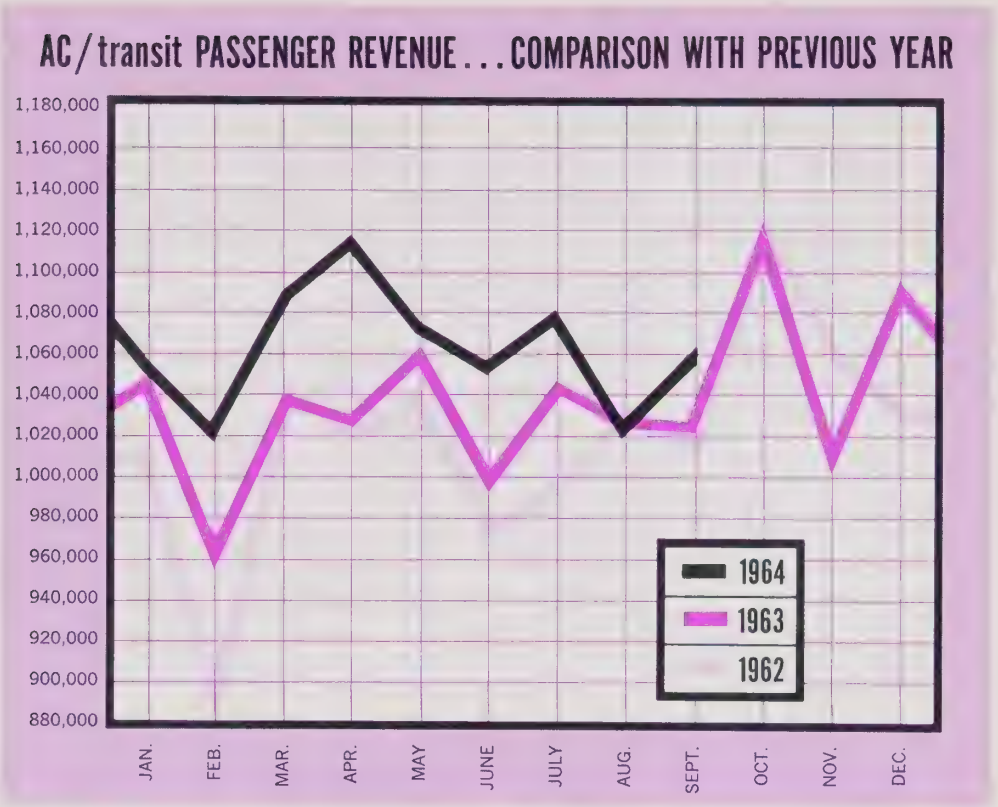
"I know because they ride with me."

Although he's a graduate minister, Perdue doesn't expect to take a pulpit until he retires. Meanwhile, he's active at Havenscourt Colonial Church.

Handy with tools, he's an expert locksmith, a fixer of television and radio sets and "really likes to fish."

He has one son, James, academic dean of the University of Denver, who just has been asked to serve as president of a college in New York . . . "another kid to be proud of."

PAT ON THE BACK — Bus driver J. O. Perdue and some of the students who have kindled his enthusiasm for teenagers who ride with him on Line 64 (San Jose Ave.). Perdue has found "there's nothing wrong with the kids today."



Business activity showed a healthy increase during September, as opening of schools and the end of summer vacation helped to boost passenger revenue. Passenger revenue for the month totaled $1,058,193, an increase of $34,896 or 3.41 per cent over September, 1963.

Transbay revenue continued to account for a majority of the revenue increase, with a total of $409,734 for the month, up 5.79 per cent over the same period a year ago. Commute book sales also were up, totaling $168,001, an increase of 5.6 per cent. East Bay revenue was $648,459, a boost of 1.96 per cent.

Number of passengers carried also indicated the increasing patronage on transbay lines, with a total of 923,488 transbay riders, as compared to the 873,973 who rode in September of 1963. A total of 4,348,442 passengers were carried on both East Bay and transbay lines, for a combined increase of 2.44 per cent.

The district operated 1,847,211 miles of scheduled service, an addition of 24,764 miles or a 1.36 per cent increase. The district's total income of $1,283,629 was sufficient to cover operational expenses of $1,076,256 — up $40,299 or 3.89 per cent over a year ago — as well as equipment renewal and bond debt requirements.

Patronage for the transit industry nationally indicated a 0.31 per cent increase for September over a year ago.

Another Bus Added to Piedmont Express

Another bus was added this month to the freeway flier service operated over Line C between Piedmont and San Francisco.

Three extra schedules have been provided for riders in the past five months, placing the express among the district's fastest growing lines.

Our 'Stockholders' Write...

AC Transit is proud to reprint below a few of the many letters of commendation received during the month—letters unsolicited from residents of the East Bay who are owners of the transit system. Letters were selected at random to represent the quality of courtesy, service and safety demonstrated by AC personnel in their most important relationship with our customers.

. . . I had occasion to phone your office for information regarding schedule on #7 bus to the Kensington district. A young lady answered and gave me the information I required. I was greatly impressed with the courteous and friendly manner in which she answered my questions . . . so often, when phoning various sources for information, we recognize a hint of impatience . . . It is, therefore, a pleasure to advise you that whenever I have had occasion to call your office, I have always found your employees and your methods for handling the public to be very gratifying . . .

Mrs. Ethel G. Macquart
Albany

* * *

. . . I left my purse which contained currency and an item of extreme sentimental value on your bus when I got off at Claremont and College Ave. about 3:30 p.m. At 3:45 I phoned your office where I was treated with unusual courtesy and consideration, and at 4:30 p.m., the purse with its contents intact was delivered to me by one of your employees. The honesty and public interest displayed in this case should not go without commendation . . .

Anne Burke
Oakland

* * *

. . . I went to San Francisco via the F bus from Berkeley . . . the driver of this bus (**Laura Lee Rikli**) was a most efficient woman, whom I think is a great credit to your company . . . she answered all questions so politely, as well as giving . . . information in regard to various things a tourist would be interested in. When . . . she brought her bus to a halt, she wished all her passengers a happy day . . . I was greatly impressed . . .

Mrs. Arthur Lewis
Berkeley

* * *

It is with regret that we learn **Bob Workman** of the "H" bus has been removed from his run and placed on another . . . this is our loss and another's gain . . . he is a most conscientious driver, very courteous at all times, always looking out for the welfare of his passengers — yet never neglecting his duty . . .

Riders of the 7:33 a.m. "H" Bus
Emeryville

* * *

I want to compliment you on your service and particularly the courteous treatment of your drivers . . . we were too late to meet our connection for the last bus to Hegenberger Road. Your driver **Ben Williams** told us it was his last trip and volunteered to take us the rest of the way to the Inn in his car. It was indeed refreshing to enjoy this extra courtesy and thoughtfulness which is so sorely lacking in many of our day to day contacts.

K. D. Haines
Dayton, Ohio

ACTIONS OF THE BOARD

At an adjourned regular meeting Oct. 28, 1964, the Board of Directors:

• Revised qualifications for membership in California Association of Publicly Owned Transit Systems, on motion of Vice President Coburn.

• Authorized Secretary to deputize assistants, on motion of Vice President Coburn.

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At the regular meeting Nov. 11, 1964, the Board of Directors:

• Directed the General Manager to explore availability and cost of analytical services for periodic evaluation of claims department operations, on motion of Vice President Coburn.

• Authorized purchase of coin sorter and counting machine at an estimated cost of $5,350, on motion of Director McDonnell.

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GEORGE M. TAYLOR . . . . . Secretary
ALAN L. BINGHAM . . . . Public Information Manager

New Route Map Available to Public

New route maps—the district's most popular "publication"—were re-issued this month to bring bus riders up to date on the expanded service offered by AC Transit.

For the first time, the maps chart commute hour and special extended service, as well as East Bay intercity express service, local lines, and regular transbay operations to San Francisco.

Similar to previous issues, it includes a guide for "going places on AC Transit" and a separate map of bus service in the downtown Oakland area.

An exhibit, featuring the route map and photographs of points of interest that can be reached by bus, was displayed in a store window at 14th and Washington Sts. in downtown Oakland, to remind residents of additional uses of their bus network.

The free map can be obtained at the district information office, Latham Square Building, 16th and Telegraph, Oakland; at the Transbay Transit Terminal and at the Richmond ticket office, 21st St. and Macdonald Ave.

Copies may also be obtained by telephoning Transit Information.

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For the Good of Your Community

Vol. 7 No. 8

OAKLAND, DECEMBER 1964

DEC 2 8 1964

UNIVERSITY OF CALIFORNIA

First 'Golden Wheel' to Be Awarded

Program for Recognizing Distinguished Service By District Employees to Start with New Year

The "Golden Wheel Award for Distinguished Service" will be presented for the first time next month, as the district begins the new year with a new program for recognizing extraordinary service performed by employees.

Winners of the monthly award will be presented with a $50 U.S. Savings Bond, a specially cast award lapel pin and an award certificate.

In addition, the winner's picture, together with details of the basis for the award, will be displayed in 10 King-sized advertising frames on District buses, as well as at all operating divisions and in newspapers.

Golden Wheel Award

Nominations for an individual award are being accepted from the public, fellow workers or an employee's immediate supervisor. However, differing from numerous recognition programs, the plan will give considerable weight to the worker's all-around performance for the previous 12 months.

All employees are eligible—operators, mechanics, clerical workers—union or non-union.

In a personal message to employees, K. F. Hensel, general manager, said he had regretted in the past that the district was unable to give proper recognition to the many who have distinguished themselves and brought credit to the district.

After a study of programs practiced by other transit properties, a unique plan was developed to salute publicly, and the contributions made by workers to the progress of AC Transit, he added.

"It is a pleasure to be able to recognize outstanding personnel of the district and to express the hope that we will have many winners in the months and years ahead," Hensel stated.

Judges include L. V. Bailey, newly

(Continued on Page 2)

Joint Study to Aid Transit Coordination

AC Transit will join in a $792,500 joint study to coordinate local bus service in the East Bay and San Francisco with the future rapid transit regional rail system.

Plans for the detailed mass transportation study culminates nearly a year of staff-level discussions between AC Transit and the Bay Area Rapid Transit District. The study is expected to establish practical methods of adjusting existing service with the rapid transit system.

To help finance the project, directors voted to file a formal joint application with the Federal government for aid. Their action followed recommendation of K. F. Hensel, general manager, that request be made for a maximum federal grant to the U.S. Housing and Home Finance Agency, as permitted by the Mass Transportation Act of 1964.

The study would deal with the complex aspects of coordinating services and facilities of AC Transit and the rapid transit district. At the same time, a concurrent study would consider the same problems between BARTD and the San Francisco Municipal Railway.

Cost of the joint AC Transit-BARTD project is estimated at $297,500, with the remaining cost allocated to the BARTD-SF Muni study.

The project will require a year to complete and includes an analysis of methods and techniques for coordinating service, location of feeder lines, plans for transferring passengers and handling combination fares, cost and revenue analyses to determine economic results of coordinating service, fare structure to cover costs of single and combination rides, and evaluation of effect of such a coordinated program on existing transit service.

Automatic Wage Hikes Again Add to Holiday Cheer for All Workers

Wage increases automatically boosted checks of over 1,470 employees in December and January—again adding to holiday cheer.

More than 1,300 bus drivers and other union workers received a 10 cents an hour increase Dec. 1, for a new hourly rate of $3.01, under terms of a contract negotiated two years ago.

Mechanics, dispatchers and parts clerks also received a 10-cent hourly hike. Class A mechanics now have an hourly wage of $3.57.

Some 171 supervisory personnel and non-union office employees receive an automatic 3.44 per cent wage increase Jan. 1.

The annual wage increase was the third in a row for workers, under the terms of a 30-month contract which expires next May.

Special Award Ready

(Continued from Page 1)

elected president of Division 192 of the Carmen's Union; Clinton Dryer, Executive Director of the East Bay Chapter, National Safety Council, and Harvey Scott, president of the district's advertising agency.

Letters of nomination from fellow workers will be turned in to department heads, for forwarding to the personnel department for submission to the panel of judges. Nominations will be evaluated by supervisory personnel before final judging.

The award will be based on endeavors which reflect credit to the individual or are an asset to the district.

HERE COMES SANTA — Children at Mastick School in Alameda wave gleeful welcome to the "Candy Cane Express" and the district's St. Nick — Nicholas P. Alevizos.

'Candy Cane Express' Carries District's Christmas Greetings to All Residents

Nobody was too old to enjoy Santa Claus — or the "Candy Cane Express," which carried AC Transit's holiday greetings to pleased residents this month.

Carrying on a tradition started last year of turning a bus into a rolling "Merry Christmas" wish, the district transformed a new Transit Liner into a candy cane, painting it with red and white stripes and decorating it in yuletide style.

Passengers of all ages climbed aboard the "express" to enjoy a holiday ride — and to report it was the "nicest thing that's happened."

When it wasn't in service on a regular line, the "Candy Cane Express," with the district's own "St. Nick" — Nicholas P. Alevizos — took a complimentary part in community yuletide festivities — a gesture appreciated by shopping areas and various civic groups.

The district also had two "Candy Cane Girls," Mrs. Adele Barouskas and Mrs. Neysa Harford, who switched from their uniforms as women bus drivers to red and white striped skirts and Santa helper jackets and hats, to pass out candy canes to children and information on the "Shop-a-Round" pass.

Along with jolly Santa Claus, they found that youngsters were not their only customers—adults also welcomed the candy canes as a nostalgic treat.

Transformation of the bus was handled by maintenance workers at the Emeryville Division.

CHRISTMAS TREAT — Awed youngsters receive candy canes from Adele Barouskas, left, and Neysa Harford, and "confer" with Santa as part of district's yuletide activities.

Carmen's Union Elects New President; Stambaugh Steps Down from Top Post

Louis V. Bailey was elected president of Carmen's Union, Division 192, this month, taking over the post held since 1951 by F. Vern Stambaugh.

Stambaugh, who did not run for reelection, was instrumental in formation of the present transit district, working for the legislation which made it possible and for the bond election which put the district into business.

Louis Bailey

Bailey moved up to head the union after serving four years as operating business agent and vice president. He started as a bus driver in 1954 and took part in contract negotiations with Key System Transit Lines and later, with AC Transit. The new president has devoted full time to union activities since 1960. He also is on the executive board of the California Coordinating and Legislative Council.

In the only run-off, W. F. McClure was re-elected financial secretary-treasurer.

J. L. Vinson, operator from Richmond division, was elected to the post vacated by Bailey. Emil Scala, who was unopposed, retained his office as maintenance business agent and vice-president. J. D. Rose was unopposed as recording secretary.

Appearing before the AC Transit board directors, Stambaugh expressed appreciation for "fair treatment" received by the union. He hoped cooperation would continue as it has in the past. In response, the board praised his representation of labor.

Additional Employees Join District

Joining AC Transit's family of workers in November were:

Executive Offices

Public Relations: Mary Louise Rentler, 3600 Diamond Ave., Apt. 7, Oakland, secretary.

Emeryville Division

Schedules: Diane Hamlow, 2944 Webster St., Oakland, stenographer.

Bus Operators: Murphy Williams, 720 36th St., Oakland; L. J. Ryder, 2014 5th Ave., Apt. 229, Oakland; J. H. Wagner, 1108-A Regent St., Alameda; J. W. Dillard, 900 61st St., Oakland; W. H. Mallory, 2400 Bayshore Blvd., San Francisco; P. L. Huntsman, 1655 9th St., Berkeley; A. L. Bowie, 875-A 55th St., Oakland.

Richmond Division

Maintenance: Curtis E. Wells, 760 Buena Vista Ave., Alameda; service employee.

Bus operators: R. E. James, 251 S. 35th St., Richmond; W. P. Beck, 2240 Stone Ave., Apt. 1, San Pablo; C. E. Livingston, 522 S. 16th St., Richmond.

Seminary Division

Maintenance: David A. Abbey, 2523 82nd Ave., Oakland, service employee.

Bus Operators: Richard Keshian, 2636 38th Ave., Oakland; E. A. Helzer, 2412 67th Ave., Oakland; T. A. Dalhman, 6638 MacArthur Blvd., Oakland; G. A. Huntington, 1108 Regent St., Alameda; W. E. Browne, 6122 Harmon Ave., Apt. D., Oakland; J. R. Nusbaum, 36695 Concord Rd., Newark; James Lilly, 9219 F St., Oakland; B. M. Bryant, 1406 41st Ave., Oakland; J. T. Middleton, 2833 Coolidge Ave., Oakland; Geroy Nero, 1071 81st Ave., Oakland, B. E. Potter, Jr., 4822 Gordon St., Oakland; M. J. McCarthy, 6 Harder Rd., Apt. 25, Hayward.

Pup Turns Himself in as 'Lost Property'

Lost and tired, a puppy not only showed he had enough sense to "come in out of the rain" on a stormy day in downtown Oakland, he picked the best place to do it.

Climbing all the stairs to the fourth floor in the Latham Square Building at 16th St. and Telegraph Ave., the little dog turned himself in at the district's lost property department.

Exhausted, the black male pup then curled up among the umbrellas and went to sleep. As far as he was concerned, there's one answer for "tired dogs"—the bus.

Although drivers are used to finding strange articles on buses—including a live alligator—this was the district's first experience with a personal turn-in. It also was an "initiation" for Marilyn Tott of PBX-Information, filling in for Martha Nielsen, lost property clerk, who was on vacation.

The pooch, who may be a retriever, as well as a "finder," was taken under the legal jurisdiction of R. E. Nisbet, attorney for the district, while efforts were made to locate an owner.

Nisbet, meanwhile, was trying to "integrate" the friendly puppy with two cats, two squirrels, one turtle and four children at his home, 9 Tamalpais Rd., Berkeley.

The dog was wearing a collar, but with no identification.

New Retirement Award

AC Transit personnel retiring on pension in the future will have a glittering reminder of their years of service and the district's gratitude—special retirement pins.

Following committee and staff recommendations, directors approved presentation of pins and authorized preparation of a program for presentation of the retirement awards.

Schedule Expert Heads for Exotic, Far Off Places—Without a Single Timetable

After decades of writing transit schedules — and one of the experts who knows where each line runs and how often — Louis O. Alward, might be expected to go traveling on his own after he clears off his desk for the last time Dec. 31.

But you would hardly expect him to spend a year wandering to exotic places around the world — without a *single* schedule or timepoint for his jet-age "booming."

Alward, 65, who officially retires Feb. 1 after 39 years of service, has spent many of those years in the scheduling department, writing the timetables for street car and bus service.

But when he takes off for a holiday which may last from eight months to a year, he's going to wander as he pleases — to all the places with romantic sounding names, like Hong-Kong, Bangkok, Thailand, Rangoon, Istanbul, Spain.

A romantic at heart, with a great "travel itch," Alward already had done a lot of railroad and street car "booming" when he decided to settle down to a steady job with the Key system in 1925.

After 28 days as a street car operator, Alward moved into the office as a clerk and, three years later, moved out again as an inspector.

With his sharp and precise memory, he recalls that 22 minutes after his first night on the job, at Alcatraz and Adeline, a train split the switch.

The Only Casualty

Alward, in jumping from one side of the cars to the other, snagged his new blue uniform and tore it badly. But his clothing was the only casualty of the accident.

After 15 years as a relief inspector, he knew every street car and bus line — and the times every car and bus on the property rolled out and turned in.

A "walking timetable" of information, Alward wrote the first schedules for the "40" lines early in 1939. During World War II, he stood on street corners in downtown Oakland and wrote timetables on the spot, according to cars and manpower available.

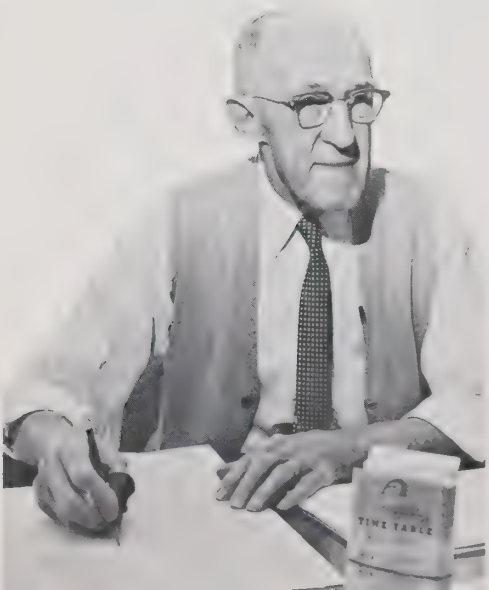
He helped to inaugurate Central Dispatch on Easter Sunday, 1944, and later wrote schedules for all the major lines serving the downtown Oakland area.

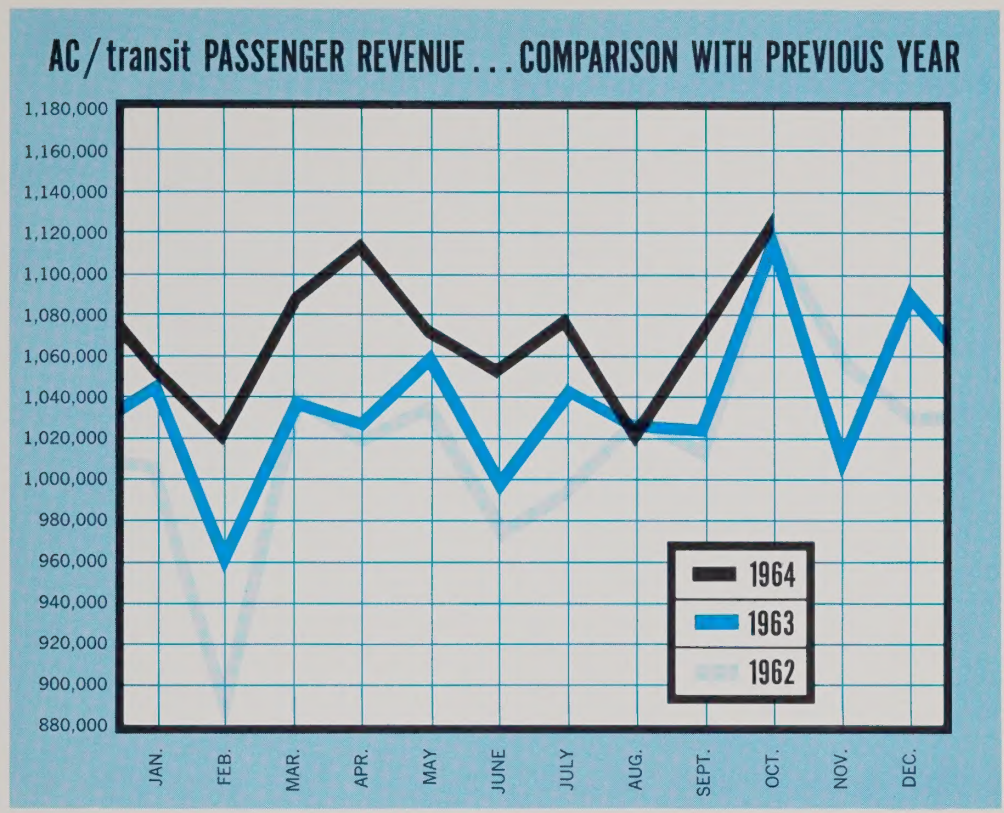
During the last five years, he's prepared all the publicly distributed schedules — a job that's increased, with a different problem each day — to reach 1,600,000 timetables printed in 1963.

Although accuracy is a fetish with a good schedule man, Alward admits to a few mistakes — including a timetable printed with the year "1863" instead of a century later.

When he returns, he plans to settle in Phoenix.

NO MORE TIME—L. O. Alward will say goodbye to timetables when he retires to go traveling on his own.





Financial activity of the district remained level during October, with a slight increase in passenger revenue compared to the same month a year ago.

Passenger revenue for the month totaled $1,134,123, a gain of $7,593 or .67 per cent over revenue of $1,126,530 of October, 1963. Transbay revenue was up for the month with $434,531, an increase of 3.07 per cent. East Bay lines showed a decrease, however, of .76 per cent. Commute book sales also were slightly down, with a total of $184,164, as compared to sales of $185,807, for the same period in 1963.

The number of riders carried on East Bay and transbay lines totaled 4,818,397, a decrease of .34 per cent over a year ago. In accordance with a past pattern, transbay service showed an increase in passengers, with 983,475 riders, a boost of 3.07 per cent over the 954,187 who rode transbay buses in October, 1963.

The district operated 1,966,662 miles of scheduled service, a decrease of 1.63 per cent. Total income of $1,378,358 was sufficient to cover operational expenses of $1,090,938—up 2.12 per cent—as well as equipment renewal and bond debt requirements.

Patronage for the transit industry nationally indicated a 2.71 decrease for October, compared to a year ago.

Service Extended to San Leandro Hospital

AC Transit extended its Foothill Blvd. line to San Leandro Memorial Hospital this month, with schedules to coincide with visiting hours and periods of the day when employees go on and off duty. Line 40 buses operate to the hospital from Estudillo Ave. and MacArthur Blvd.

ACTIONS OF THE BOARD

At an adjourned regular meeting Nov. 25, 1964, the Board of Directors:

• Authorized staff participation in regional conferences of American Transit Association, on motion of Director McDonnell.

• Authorized filing application to Federal Housing and Home Finance Agency for a demonstration grant to develop coordinated transit service with Bay Area Rapid Transit District, on motion of Vice President Coburn.

• Authorized discontinuation of Park and Ride Center in San Leandro, on motion of Director Bettencourt.

• Voted to invite representative members of State Legislature to a joint information meeting for the purpose of exchanging views regarding public transit, on motion of Director Bettencourt.

• Established positions of Assistant Transportation Superintendent and Assistant Schedule Analyst, and abolished position of Safety Inspector, on motion of Bettencourt.

• Extended service on Line 40 (Foothill Blvd.) to San Leandro Memorial Hospital, on motion of Director Warren.

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JOHN F. LARSON . . . . . Treasurer-Controller
GEORGE M. TAYLOR . . . . . Secretary
ALAN L. BINGHAM . . . . Public Information Manager

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At the regular meeting Dec. 9, 1964, the Board of Directors:

• Declared official results of Nov. 3 election for Board of Directors, on motion of Director Bettencourt.

• Rescinded earlier decision to adopt self-insurance program for workmen's compensation liability, and referred further study to finance committee, on motion of Director Bettencourt.

December Fares Give District Best Day Yet

The jingle of tokens and coins reached its merriest sound on December 4 when the district had its best day yet at the fare boxes, collecting $47,337.55 on East Bay and transbay lines. The high was reached despite overcast and rain, with riders ignoring the weather to ride the buses. The previous high—$47,213 was tallied on a clear Dec. 6, 1963, and included receipts from Golden Gate Fields operations, missing this December.

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